**Syllabus**

**JOMC 490.2 – The Business World of Public Relations**

**Spring 2014, 3 credits**

**Mondays and Wednesdays, 3:30 to 4:45 p.m.**

**Instructor:** David Radanovich, Lecturer

**Phone:** (860) 805-4258 (cell)

**Email:** [davidradanovich@sbcglobal.net](mailto:davidradanovich@sbcglobal.net)

**Classroom:** 253 Carroll Hall

**Office hours:** Will usually be available immediately before and after class. Other times by appointment. Office is in 261 Carroll (Faculty Lounge).

**Course objectives:**

This course helps prepare public relations students to successfully enter the business world by developing useful personal skills and providing them with requisite business acumen. The course will be highly practical, using a combination of lectures and exercises to help each student improve his or her business savvy. Specific topics will include assessing an organization’s culture, deciphering financial statements and becoming an indispensable part of the organization. By exploring the strategic role public relations plays in corporate, agency and nonprofit environments, the course will foster useful insights, increase knowledge and develop vital skills that will give students a competitive edge in the job market and allow them to quickly add real value to the organizations that employ them.

**Accrediting Council on Education in Journalism and Mass Communications** has developed a series of competencies students should demonstrate by the time of graduation: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>. No single course could possibly give you a solid grasp of all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address several of the values and competencies, with special emphasis on:

* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

**Course requirements:**

Students are expected to attend class and be on time. Students are expected to be fully prepared to discuss the assigned readings and to actively engage in class discussions. Professional, respectful behavior is required.

All written assignments must be typed, double-spaced and turned in on time. All assignments are due at the time directed by the professor and in the format required for the specific assignment. Work turned in late but within 24 hours of the deadline will receive an automatic one-letter grade penalty, unless you and I agree in advance of the due date that the assignment can be turned in late. Assignments turned in more than 24 hours after the deadline will not be accepted and will receive an F.

Laptops and other electronic devices may be used in the classroom for note taking or other teacher-assigned activities only. Lectures and discussions may not be recorded in any manner. There is to be no text messaging, web browsing or e-mailing during class time, except as required to complete assignments.

Personal electronic devices should be kept in a “silent” mode or switched off during class. Do not use your phone for calls or to take pictures while you are in the classroom. Should you need to take an emergency call or answer an emergency message, please leave the room in order to do this. Students taking phone calls or text messaging during class will be asked to leave and must meet with the professor before returning to class.

**Grading:**

90-100 = Outstanding work requiring little or no revision.

80-89 = Work of very good quality that requires some revisions.

70-79 = Decent quality work that meets the basic requirements of the assignment, but includes deficiencies in such aspects as thoughtfulness, quality of writing, content, organization, judgment, style and/or technical proficiency.

60-69 = Work of poor quality that falls below the minimum requirements of the assignment. The work may be incomplete, poorly written and/or organized, and may contain errors.

Below 60 = Work that fails to meet the minimum requirements of the assignment and/or contains excessive correctable errors.

The final grade will be determined as follows:

30% = Final exam

20% = Midterm exam

20% = Issue analysis and presentation

15% = Book report

15% = Class participation

**Description of graded assignments:**

**Final and midterm exams** – These exams will require students to demonstrate familiarity with materials covered in the course, synthesize and integrate assigned readings and discussions and offer insights on matters related to the role public relations plays in organizations and society. The final exam will be cumulative. Exams may include multiple choice, short-answer and essay questions.

**Issue analysis and presentation** – Each student will select an organization to research, analyze its operating environment, identify issues of consequence to its reputation and offer public relations-related recommendations to enhance and/or preserve its reputation. The analysis will be submitted in a five-page report and shared with the class in an eight- to 10-minute oral presentation.

**Book report** – Each student will prepare a written review of *It’s Not Just PR: Public Relations in Society* by W. Timothy Coombs and Sherry J. Holladay that discusses key insights for the practice of public relations.

**Class participation** – This will be assessed on the quality and substance of contributions to class discussion and involvement in class activities.

**Required textbooks:**

*Corporate Communication.* By Paul A. Argenti. McGraw-Hill Irwin, 2013. ISBN-13: 978-0-07-340317-5.

*It’s Not Just PR: Public Relations in Society*. (2nd edition) By W. Timothy Coombs and Sherry J. Holladay. Wiley-Blackwell Publishing, 2013. ISBN: 978-1-118-55400-5.

*Understanding Financial Statements: A Journalist’s Guide.* By Jay Taparia, CFA. Marion Street Press, Inc., 2003. ISBN: 978-0-972-99373-9.

Other readings as assigned by the professor.

**Attendance:** Please let me know in advance, if you are unable to attend class. You will be allowed three absences. Each subsequent absence after three will result in the lowering of your overall grade by five percent. Students who miss class are responsible for getting the material covered from a classmate. Your sixth absence may result in you being dropped from the class.

**Honor Code:** It shall be the responsibility of every student at the University of North Carolina at Chapel Hill to obey and to support the enforcement of the Honor Code, which prohibits lying, cheating or stealing when these actions involve academic processes or University, student or academic personnel acting in an official capacity. We all are expected to adhere to the Honor Code at all times. This prohibits plagiarism.

**Course Calendar:**

Note: Revisions to the calendar may be made as the semester progresses, at the discretion of the instructor. Any changes will be announced in class. You are responsible for changes to the syllabus.

**Jan. 13:** Course overview. Introductions and expectations.

Greene, *PR in 2023: What the next decade holds in store for communicators*

***The strategic role of public relations in organizations***

**Jan. 15:** Changing business world. Chapter 1 in Argenti.

Crenshaw, *How to think like a PR person.*

Hanson, *How a PR pro’s typical day breaks down.*

**Jan. 20:** Holiday. No class.

**Jan. 22:** Functions under the public relations umbrella. Chapter 3 in Argenti.

***Traditional responsibilities of public relations***

**Jan. 27:** Media relations. Chapter 6 (pp. 145-160) in Argenti.

**Jan. 29:** Media relations part 2. Chapter 6 (pp. 160-174) in Argenti.

Sandler, J. (2013, Jan. 29). Why PR pros need to know about online PR. From PRNews.

Goodwin, S. (2013, Jan. 3). 6 reasons PR pros should manage social media. From Ragan’s PR Daily.

***Expanding public relations’ responsibilities and sphere of influence***

**Feb. 3:** Role of employee communications. Chapter 7 in Argenti.

**Feb. 5:**  Investor relations. Chapter 8 in Argenti.

Marbach, G. (2013, June 11). NIRI Study finds most not using social media for investor relations programs; wait till next year? From CommPro.biz

**Feb. 10:** Government relations. Chapter 9 in Argenti.

**Feb. 12:** Identity management and branding. Chapter 4 (pp. 71-90) in Argenti.

**Feb. 17:** Role of advertising in organizational identity. Chapter 4 (pp. 91-107) in Argenti. The agency side of public relations.

**Feb. 19:** **Book report on *It’s Not Just PR* due.** Discuss the book.

**Feb. 24:** Legal and ethical implications of public relations. Continue discussion of *It’s Not Just PR.*

Jamieson, D. (2012, May 31). Social media policies at GM, Target, DISH Network deemed unlawful by labor officials. *Huffington Post Tech*.

Greenhouse, S. (2013, Jan. 21). Even if it enrages your boss, social net speech is protected. *The New York Times.*

Dwyer, A. (2012, Oct. 24). “Twethics”: A brief analysis of Twitter ethics in public relations. From PR ROI.

**Feb. 26:** Public relations in the nonprofit world.

D’Ambrosio, *Nonprofit Communications: Writing for a Better World.*

Readings will be provided by instructor.

**March 3:** **Midterm Exam**

***Making yourself (and public relations) indispensable***

**March 5:** Tying public relations to the organization’s strategic plan. Chapter 2 in Argenti. Forman, J. & Argenti, P. (2005). How corporate communication influences strategy implementation, reputation and the corporate brand: An exploratory study. *Corporate Reputation Review 8*(3), 245-264.

**March 10 -16** Spring break. No classes.

**March 17:** Aligning with key executives and the dominant coalition.

Schwartz, *A PR resolution for New Year’s resolutions.*

Readings provided by instructor.

**March 19:** Reputation and issue management, part 1.

Edelman Trust Barometer. 2014 results expected soon. 2013 results can be found at this link <http://www.edelman.com/insights/intellectual-property/trust-2013/>

Schreiber, E. (2008). Reputation. Accessible at: <http://www.instituteforpr.org/topics/reputation>.

Shamma, H. (2012). Toward a comprehensive understanding of corporate reputation: Concept, measurement and implications. *International Journal of Business and Management 7*(16), 151-169.

**March 24:** Reputation and issue management, part 2.

Darmon, K., Fitzpatrick, K. & Bronstein, C. (2008). Krafting the obesity message: A case study in framing and issues management. *Public Relations Review 34*(4), 373-379.

Other readings as assigned by the instructor.

**March 26:** Corporate responsibility. Chapter 5 of Argenti.

**March 31:** Crisis management.

Wilson, *How Southwest Airlines wrangled four social media crises.*

Agnes, *10 biggest social media crisis-related lessons of 2012.*

Case studies as assigned by instructor.

**April 2:** Understanding financial statements, pp. 8-38.

**April 7:** Understanding financial statements, pp. 39-61.

Hanson, *Should PR pros get MBAs?*

**April 9:** Prove your ROI by establishing a measurement dashboard.

Explore business case for PR resources on PRSA’s website at <http://www.prsa.org/Intelligence/BusinessCase/>

Weiner, *Universal standards to measure PR effectiveness: PR profession still struggles.*

Sebastian, *Edelman: 10 rules for PR pros.*

Corliss, *How to monitor your social media presence in less than ten minutes a day.*

Adams, *8 ways to persuade your boss to embrace social media*.

Piombino, *3 myths of social media ROI.*

Other readings provided by instructor.

**April 14:** **Issue analysis papers due.** Issue analysis presentations.

**April 16:** Issue analysis presentations.

**April 21:** Issue analysis presentations.

**April 23:** Putting it all together. Review for final exam.

**May 5: 4 p.m.**  **Final exam**