

PR Case Studies

JOMC 431.002 Fall 2014

This course syllabus is a general plan for the course. Changes announced to the class by the instructor may occur.

INSTRUCTOR:

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- Office Hours: Tuesday, 3-5 pm (or by appointment)
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COURSE DESCRIPTION:

“Case Studies in Public Relations” provides a broad background and understanding of how PR professionals deal with the demanding and dynamic environment of corporate, government and nonprofit public relations. JOMC 431 builds on material covered in previous courses and will help prepare you for entry into the PR profession. We will examine public relations from a management perspective. In doing so, we will discuss various factors that affect how public relations is practiced in organizations to include identifying stakeholder groups, understanding message development, accommodating diversity and recognizing ethical issues. Additionally, we will examine management decisions, organizational issues, strategic communication and crisis communication. We also will spend time learning basic information about how publicly held corporations operate.

COURSE PREREQUISITES:

The prerequisite for this course is JOMC 137: Principles of Advertising and Public Relations, or the equivalent. (Talk to me ASAP if you haven’t taken the principles course.)

COURSE OBJECTIVES:

By the end of the semester, you will be able to demonstrate the following competencies:

- (1) Critique public relations research, strategies and execution.
- (2) Address public relations challenges and opportunities.
- (3) Research and examine a recent real-world public relations case and make recommendations.
- (4) Critically analyze a variety of public relations cases.
- (5) Use effective presentation skills.

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TEXTS:

- Required:
 - Cases in Public Relations Management: The Rise of Social Media and Activism (2nd edition.) by Partic Swann (2014, Routledge). (ISBN-13: 978-0415517713, ISBN-10: 0415517710).

SAKAI:

I use the Sakai website to organize class documents and post them for you to download. You can reach the login page at <https://sakai.unc.edu>
You will need your Onyen and password to log in.

ATTENDANCE POLICY:

Class attendance and participation are essential to this class. Critical information for exams and assignments will come directly from class. Additionally, this course has been structured so that the required readings are a foundation from which we will expand during each class session. Attendance will be taken *every* class. Arriving more than 15 minutes late will result in your being marked absent for that day's class. **If you miss more than three classes, your final grade will be reduced by one percentage point per class missed after three absences.** Be sure to use your three "free passes" wisely and plan ahead for university-related activities, other obligations, and possible illnesses. No excuses are allowed for unexpected absence. Please make sure to show up and present your work on your assigned presentation day.

CELL PHONES:

Please turn off your cell phones in class. When you're working at an agency, texting during a meeting with colleagues or your supervisor will not be tolerated. Start preparing for that now.

CLASS PREPARATION & PARTICIPATION:

Reading and class participation are essential to a good case studies class. Your involvement in class discussions is imperative for creating an interesting discussion, as well as for your own success in the class. The participation portion of your grade will be evaluated based on your attendance, article review presentation ("What's going on"), and in-class participation in exercises and discussion.

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GRADES:

In this course there will be two exams, a group, case brief, article review (What's going on) and attendance/class participation that will count toward your final grade. Seventy percent of grades are based on your individual performance and the remaining 30 % are evaluated based on group work.

Deadlines are essential in both this course and the advertising business.

Assignments will be collected at the beginning of class. Late assignments will not be accepted. Assignments cannot be handed-in by a classmate. Missed exams will count as a zero. If you have an emergency (e.g., you are in the hospital), speak with me to determine what arrangements can be made.

- **Midterm Exam** 20%
- **Final Exam** 20%
- **Final Group Project** 30%
- **Case Brief (from Textbook)** 15%
- **What's going on?** 5%
- **Attendance/ Class Participation** 10%

Exams (40%): Exams will be multiple-choice, true/false, short answers, and short essay. They will cover material from the texts, assigned readings, and class discussion.

Group Project (30%): Throughout the semester, you will work in groups of three four to produce a detailed case study analysis to the class. Further detailed information about this project will be discussed during the class. I will also upload guidelines in Sakai.

Student PR Firms:

The class will be divided into teams of four students each and will operate as "public relations firms." Each firm will have a single account/organization to research and follow throughout the semester and present in-depth as a final project. I'm going to create groups based on student information sheet you turned in the second week. I will distribute student information sheet on the second day of class. You then choose your client.

Proposal Presentation (10 %):

In your proposal presentation, your group will present first part of case study analysis, including in-depth analysis of your client and SWOT. Also, you will briefly introduce your case study topic. Please turn in written paper along with oral presentation. Oral presentation should take about 15 minutes.

Final Presentation (20 %):

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In your final presentation, your group will talk about in-depth analysis of the issue. Please turn in written paper and ppt.

-Written paper 10%

-Oral presentation 10%

You will get zero point if you do not show up on the presentation date.

Current PR article review: What's going on? (5%)

As part of your contribution, you are responsible for presenting one article review during the semester. The key to success in the highly competitive PR and media business is to keep updated with current PR issues in the industry. Thus, we will spend the first ten minutes of each class with one or two students presenting current issues regarding PR. The presentation schedule will be randomly assigned. At the second day of class, students will draw dates to determine when they will present.

Your "What's going on?" will have two components: a 10-minute PowerPoint presentation at the beginning of class on the scheduled day and a short write-up about an article of interest from a recent issue of an online or print version of a trade publication. You must provide me with your PowerPoint slides, a copy of the article, and your write-up the day before your presentation. When presenting, be sure to (1) briefly summarize the main issue discussed in the article, (2) state the implications of this article from the PR practitioner's perspective (3) after your presentation lead the class discussion with two interesting questions. Your writing needs to be two pages with 12 fonts, Times New Roman in double-spaced.

Case Brief (15%)

Over the course of the semester, you will turn in a case brief. I will assign you a case from the textbook. Your case brief should be no more than **three to five** pages long depending on your case, and should include the facts of the case (summary of the case), as well as your analysis and evaluation of the case (your own insights or lessons learned). Please turn in your case brief before the class. Also, you will be leading the case discussion on the assigned date. You do not need ppt presentation. Brevity, accuracy, and thoughtfulness are important in these assignments, as they will be in your career. Please address following information in your case brief. I will upload your case brief on Sakai, so your classmates can use the material as a study guide.

Public Relations Information
Issue(s): What is the PR issue(s)? Who are involved?
Tactics: What PR tactics were employed?
Analysis: What was the outcome?
Lessons Learned: What are the takeaways for the future?

Grading Scale:

- A = 93-100%
- A- = 90-92%
- B+ = 87-89%
- B = 83-86%
- B- = 80-82%
- C+ = 77-79%
- C = 73-76%
- C- = 70-72%
- D+ = 67-69%
- D = 60-66%
- F = < 60%

THE HONOR CODE:

The Honor Code, embodying the ideals of academic honesty, integrity and responsible citizenship, have governed the performance of all academic work and student conduct at the University for 125 years. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in this code and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. For more information about the Honor Code and your obligations as a Carolina student, see <http://honor.unc.edu/students/index.html>.

SPECIAL ACCOMMODATION:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services Web site at <http://disabilityservices.unc.edu> or call 919.962.8300.

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DAY-BY-DAY SCHEDULE AND ASSIGNMENTS

All readings and assignments should be completed *before* the class period during which we will discuss a particular topic.

Date	Topic/Class Objective	Readings
8/19	Introduction to the course and review the course syllabus	None
8/21	The Case Study Method	None
8/26	Activism	CH6 pp. 226-230 16. Guitar Hero Strikes a Chord
8/28	Activism-Continue	Case Brief 14. Beyond Disgusting 15. Undercover Video Captures Chicken Abuse
9/2	Corporate Social Responsibility Kick-off Team Project	CH 3 pp. 39-42 4. Food for Thought
9/4	Corporate Social Responsibility-Continue	Case Brief 5. Apple iProblem 6. Developing Wines with a Conscience
9/9	Consumer Relations	CH 7 pp. 277-279 SAKAI: Firing the Founder: A Men's Wearhouse Identity Crisis
9/11	Consumer Relations-Continue	Case Brief 20. Making the Potato Top of Mind 21. Sony Play Station: It only Does Everything
9/16	Media Relations	CH 4 pp. 94-100 10. Two Employees with a Video Camera
9/18	Media Relations-Continue	Case Brief 7. Are You Pouring on the Pounds? 8. Face Value
9/23	Entertainment and Leisure: Reputation management	CH 8 pp. 360-361 25. Tabloid Tiger
9/25	Entertainment and Leisure: Reputation management-Continue	Case Brief 23. Penn State Fumbles 26. What Price the Regal Reputation?
9/30	Case Study Group Project Check List: How to prepare for the proposal presentation	Lecture No Readings
10/2	Investors relations	Guest lecture: Joseph Cabosky Readings on SAKAI
10/7	Group Work Day	
10/9	Team Case Study Proposal Presentation	Lecture No Readings
10/14	Midterm	
10/16	No Class-Fall Break	
10/21	Conflict Management	CH 5 pp. 154-161 11. "Lean Finely Textured Beef" or "Pink Slime"?
10/23	Conflict Management-Continue	Case Brief 12. Politics of Pink 13. Deeper Horizon Blowout
10/28	International Relations	CH 10 pp. 462-464 33. Shark Fin Soup
10/30	International Relations-Continue	Case Brief 31. Fukusima Nuclear Meltdown

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		32. Containing the Deadly Marburg Virus
11/4	Community Relations	CH 10 pp. 423-424
11/6	Community Relations-Continue	Case Brief 28. It's the Real Thing SAKAI: Entirely Comfortable with its Orientation: Subaru's Successful History of Gay/Lesbian Integrated Marketing Communications (Sandra Lerebours)
11/11	Meeting with Instructor	
11/13	Meeting with Instructor	
11/18	Final Group Work Presentation I	
11/20	Final Group Work Presentation II	
11/25	Final Exam	
11/27	No Class-Thanksgiving Day	
12/2	Class End	

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The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- 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.

Units requesting evaluation of a graduate program must also demonstrate how their master's graduates attain this additional core competency:

- Contribute to knowledge appropriate to the communications professions in which they work.