

**JOMC 431: Case Studies in Public Relations**  
**Summer Session I - 2014**  
**Class Time: 9:45am-11:15am, Monday thru Friday**  
**Room: Carroll Hall 268**

Instructor: Joseph Cabosky, J.D.

Office Hours: 11:15am-12:15p, Mondays, Tuesdays, Thursdays, or by appointment

Office: 391 – Carroll Hall

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Prerequisite: JOMC 137 – “Principles of Advertising and Public Relations”

### **Course Objectives**

By the end of this course, you will be better equipped to:

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

### **Required Text and Readings**

- *Public Relations Cases* – Ninth Edition – Hayes, Hendrix, and Kumar
- Additional Readings to be assigned and posted to Sakai, made available in class or in the Park Library
- White, lined, 3 x 5 index cards

### **Sakai**

Other than this syllabus, important information can be found on Sakai. The UNC Sakai service can be found at <http://sakai.unc.edu>. Updates will be frequent, so check back often for important course information. You are responsible for any course changes that may be made on Sakai, including changes to the syllabus or assignments.

### **Class E-Mail**

Check your school email. You are responsible for any course communications I send through email.

## **Extra Credit**

It's unlikely you will receive any extra credit opportunities in this course. In the rare and unlikely event that they occur, they will be class wide, so don't ask for individual extra credit assignments.

## **Special Accommodations**

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 website: <http://disabilityservices.unc.edu> or call: 962-8300.

## **Honor Code**

The Honor Code and the Campus Code, embodying the ideals of academic honesty, integrity and responsible citizenship, have for over 100 years governed the performance of all academic work and student conduct at the University.

Acceptance by a student of enrollment in the University presupposes a commitment to the principles embodied in these codes 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. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University's life and work.

The Instrument of Student Judicial Governance, which contains the provisions of the Honor Code, states that students have four general responsibilities under the Code:

1. Obey and support the enforcement of the Honor Code;
2. Refrain from lying, cheating, or stealing;
3. Conduct themselves so as not to impair significantly the welfare or the educational opportunities of others in the University community;
- and 4. Refrain from conduct that impairs or may impair the capacity of University and associated personnel to perform their duties, manage resources, protect the safety and welfare of members of the University community, and maintain the integrity of the University.

The Instrument defines plagiarism as "deliberate or reckless representation of another's words, thoughts, or ideas as one's own without attribution in connection with submission of academic work, whether graded or otherwise."

## Grading and Assignments

### *Course Structure and Preparation*

The case study method is the major teaching tool for this course. I will present lecture material relevant to class cases and provide real-world examples of a variety of public relations situations. Group discussion of cases is the heart of the class. Each student is expected to have read assigned cases and be ready to discuss them critically come class time.

NOTE: Class attendance is essential. It will be impossible to get an "A" in this course without active and thoughtful participation in the discussion of the cases along with additional research. Students will also be called on to present case facts as well as analyze public relations strategies for assigned readings.

### *Professionalism of Work*

I expect all of your work to be correctly edited and professionally presented. Written assignments must be typed using professional guidelines, double-spaced and in a 12-point font, preferably Arial, Cambria or Times New Roman. Print your assignment and turn in a hard copy to me. Please maintain a copy of each assignment until final grades have been reported at the end of the semester.

### **Late assignments will lose 13% for every day that they are late.**

Assignments are late if they are not turned in at 9:45am on class days when assignments are due.

### **Course Grading**

Class Participation	150
Cases in the News	150
Midterm Case Study	250
Final Presentation	100
Final Case Study	350
	<b>1000</b>

### **Requirements for the Course**

#### **Class Participation**

**150**

This is a discussion-based course. To promote interesting and insightful discussion, you must be present and be prepared. Arrive on time for class. Be prepared to discuss the assigned reading.

The 150 points will be based on in-class discussion, attendance and tardiness. In class discussion points will be based on voluntary actions such as offering your thoughts or asking questions. You will also be graded on me asking you questions in class. I will call on you and ask you questions about the reading and about your

thoughts beyond the reading. So, do the reading and be prepared to answer questions.

Negative participation, i.e., not paying attention, being late to class, using social media, distracting others, or not treating the course or others with respect will result in a loss of points.

Note: Unlike some courses, do not think participation points are a cushion or a pad to your grade. You will not get an “A” in the participation section just by doing nothing wrong, i.e. losing points for being late or unprepared. You have to *earn* an “A” in participation, just as you would by studying and prepping for the exams in other courses.

**Attendance:** I consider this a professional environment. In the professional world, there’s no such thing as not attending a meeting or workday just because. So, treat attendance as a requirement.

That said, I understand that life happens. Family issues, health issues, and other concerns may, and do, occur. So, everyone will get **TWO** absences with no penalty. They can be excused or unexcused. Use them wisely as anything beyond these absences, whether there is a good reason or not, will result in point deductions. So, again, don’t use up your two excused absences just because...something may come up later in the semester when you really do need to miss class.

For every class beyond two absences, you will lose 11 points or 1.1% of your overall grade!

Laptops: Laptops are for purposes of taking class notes or doing in class assignments only. If you are caught using a computer for other means, you may lose the privilege of using it for the rest of the semester.

Cell Phones: I reserve the right to answer your calls if it rings or vibrates.

**If you are late**, i.e., more than 5 minutes late, it will count as ½ an absence. 15 minutes late and it will count as a whole absence. Class will start on time, so, even being a minute late will result in participation deductions, even if you are not 5 minutes late.

### **Cases in the News**

**150**

“Cases in the News” items are real-world, current news events that present a public relations issue either for an individual, a corporation or a nonprofit organization that you find on your own. These can come from newspapers, the Web, books (other than our class textbook) or magazines.

**Each individual** is expected to turn in a brief overview of the real-world example at the beginning of class **on their assigned days**. It must be handwritten on one side of a white, 3 x 5 index card. Each student will also open class those days

by presenting these cases to the class. This will engage the class in discussion at the start of each lesson. It is likely that you will open two classes during the semester.

The cards should include the following:

- Your name, your cited sources (can be any sources), and the due date
- Organization's mission statement or general purpose
- Organization's key publics
- Your reaction and thoughts about the issue/event-- Incomplete sentences are fine. These notes are to help you share coherently with the class.

Presentation of the cards: Expect to present these major points for 5-10 minutes. Presentations can be informal, i.e., from your seat without power point. We will then engage in class discussion about that current event for at least 5-10 minutes. Though informal, be prepared with your facts to fully engage in a discussion. I may ask you specific questions about the event and case, so make sure to have your event mastered. Events should be from the last three months and they may be ongoing affairs.

### **Midterm Case Study**

**250**

- A written case brief will serve as your midterm exam. Case briefs should be 4-5 pages in length (not including citations), typed in 12-point font, preferably Arial, Cambria or Times New Roman, and double-spaced. These must be turned in as a hard copy to me at the beginning of class on the day they are due.
- Your brief will be graded in two parts: (1) the synopsis of the case situation/facts (30 points), and (2) the analysis of the case, including course terminology (70 points).
- The synopsis (Part I) should include the pertinent facts of the case including the organization involved, a brief description of the situation, stakeholders and the outcome. Save your critique/analysis for the second part. Use your own words; do not regurgitate what you've read. Present to me everything that's important and relevant so that I can properly judge your analysis that follows. (About 1.5 pages)
- In the analysis (Part II), examine what the organization did and then discuss whether its tactics and strategies would be considered effective public relations. Address whether the research used was appropriate given the situation (if available), whether the organization had measurable goals and objectives, and whether it accurately identified its publics. What messages were communicated? Did the organization formally evaluate its efforts (if known)? You may refer to other cases that we have discussed or will discuss to make a comparison or contrast. Your opinions should be based on what you have learned about effective public relations. Write this section from the first person point of view. Use your own thoughts. What would you have done, or did they do a great job? Be thorough yet efficient and demonstrate to me your ability to think critically. Though this is in the first person, be

extremely professional in your writing style. (About 3.5 pages).

- Note: Grammar, spelling, formatting and other written presentation errors will be looked upon harshly. Typos, poor sentence structure, and related issues will lower your grade to at least a “B” on the assignment (one full letter grade). More pronounced presentation issues will result in a grade of “C” or lower (two full letter grades).

**Final Case Study and Presentation** **450**

**Written Portion** **350**

- The purpose of this assignment is to act as a capstone to all that we have learned in this course. You will select another case example that is different from your mid-term assignment. This assignment is longer in length, allowing you space to offer a more critical examination of your case. This occurs as you will have learned more in the semester by this point than at the time of your midterm.

You will need to:

- Identify a problem, opportunity or ethical issue that an organization (for-profit or non-profit) faced that required significant public relations involvement.
- Collect detailed, thorough background information about the organization, including its goals, mission, values, financial standing, products/services, and history.
- Collect detailed information on the issue/challenge that the organization faced.
- Describe the public relations strategies and tactics that the organization developed and implemented to deal with the situation.
- Identify key messages.
- Research and analyze the media coverage that the organization received as it relates to your issue.

You may collect information using a variety of search strategies, including the library, Internet and interviews with those responsible for developing the public relations campaign. Be sure to include communication materials and copies of significant media coverage, including web, newspaper or magazine articles where possible. (Inclusion of these materials does not count toward your 8-page final product.)

The written case study will be due at **8am, June 16, 2014**. Hard copies should be brought to class. **No late case studies will be accepted. No case studies will be accepted by email.** The written case study should be at least 8 pages in length (not including citations, media, or tables), typed in 12-point font, preferably Arial,

Cambria or Times New Roman, and double-spaced. Your paper must include:

- A thorough description of the public relations challenge
- A well researched background about the organization
- A thorough description of the organization's response to the challenge
- A thorough description of the media and other significant publics' responses
- A critical analysis of the organization's strategy and tactics
- Suggestions that you would offer the organization's management based on what you know of the case and what you have learned about effective public relations practices
- A list of all sources cited in proper citation format (Please put these in Endnote format).

### **Presentations**

**100**

**Your case study presentations will comprise your final exam for this course.** Presentations will be made on the scheduled exam day for this course, **Monday, June 16, 2014, at 8:00am.** You will make a 15-minute presentation that will include:

- A thorough description of the public relations challenge
- A well researched background about the organization
- A thorough description of the organization's response to the challenge
- A thorough description of the media and significant publics' responses
- A critical analysis of the organization's strategy and tactics
- Suggestions based on what you and your team members know of the case and what you have learned about effective public relations practices.

### **GRADING SCALE**

A =	93.0-100%	C+ =	78.0-79.99%	F =	<60.0%
A- =	90-92.99%	C =	73.0-77.99%		
B+ =	88.0-89.99%	C- =	70-72.99%		
B =	83.0-87.99%	D+ =	68.0-69.99%		
B- =	80-82.99%	D =	60.0-67.99%		

**Note: I do not round up.**

### **DIVERSITY**

The university's policy statements on Equal Educational Opportunity and Nondiscrimination as outlined in the 2012-2013 Undergraduate Bulletin. <http://www.unc.edu/ugradbulletin/>. The university does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression or disabilities. If you require special accommodations to attend or participate in this course, please let me know as soon as possible. If you need assistance or services from the Academic Success Program for Students with LD/ADHD please contact them at 919-962-7227 or <http://www.unc.edu/asp/>.

## JOMC 431 SUMMER SESSION I - 2014 SCHEDULE

[As of May 9, 2014 and subject to change]

	Date	Topic, Assignments, Due Dates
Week 1	Tues. May 13	Introduction and Course Overview <ul style="list-style-type: none"> <li>No Assignments Due</li> </ul>
	Wed. May 14	Public Relations Process (p. 3-44) <ul style="list-style-type: none"> <li>Read Chapters 1 and 2</li> </ul>
	Thurs. May 15	Media Relations (p. 49-73) <ul style="list-style-type: none"> <li>Read Chapter 3; Case 3.1</li> </ul>
	Fri. May 16	Media Relations (p. 74-91) <ul style="list-style-type: none"> <li>Read Case 3.2; 3.3</li> </ul>
Week 2	Mon., May 19	Social Media (p. 92-112) <ul style="list-style-type: none"> <li>Read Chapter 4; Case 4.1</li> </ul>
	Tues. May 20	Social Media (p. 113-131) <ul style="list-style-type: none"> <li>Read Case 4.2; 4.3; 4.4</li> </ul>
	Wed. May 21	Internal Relations (p. 132-142) <ul style="list-style-type: none"> <li>Read Chapter 5; Case 5.1</li> </ul>
	Thurs. May 22	Internal Relations (p. 143-159) <ul style="list-style-type: none"> <li>Read Case 5.2; 5.3</li> </ul>
	Fri. May 23	Community Relations (p. 160-176) <ul style="list-style-type: none"> <li>Read Chapter 6; Case 6.1</li> </ul>
Week 3	Mon. May 26	<b>NO CLASS- Happy Memorial Day!</b>
	Tues. May 27	Community Relations (p. 177-192) <ul style="list-style-type: none"> <li>Read Case 6.2; 6.3</li> </ul>
	Wed. May 28	Public Affairs and Government Relations (p.193-224) <ul style="list-style-type: none"> <li>Read Chapter 7; Case 7.1; 7.2</li> </ul>
	Thurs. May 29	Entertainment and Sports Case Examples <ul style="list-style-type: none"> <li>Reading TBD</li> </ul>
	Fri. May 30	Investor and Financial Relations (p. 225-238) <ul style="list-style-type: none"> <li>Read Chapter 8; Case 8.1</li> </ul>



Week 4	Mon. June 2	Investor and Financial Relations (p. 239-255) <ul style="list-style-type: none"> <li>• Read Case 8.2; 8.3</li> <li>• <b>MIDTERM CASE STUDY DUE</b></li> </ul>
	Tues. June 3	Consumer Relations (p. 256-279) <ul style="list-style-type: none"> <li>• Read Chapter 9; Case 9.1; 9.2</li> </ul>
	Wed. June 4	International Public Relations (p. 280-295) <ul style="list-style-type: none"> <li>• Read Chapter 10; Case 10.1</li> </ul>
	Thurs. June 5	International Public Relations (p. 296-311) <ul style="list-style-type: none"> <li>• Read Case 10.2; 10.3</li> </ul>
	Fri. June 6	Relations with Special Publics (p. 312-325) <ul style="list-style-type: none"> <li>• Read Chapter 11; Case 11.1</li> </ul>
Week 5	Mon. June 9	Relations with Special Publics (p. 326-341) <ul style="list-style-type: none"> <li>• Read Case 11.2; 11.3</li> </ul>
	Tues. June 10	Crisis Communication (p. 345-363) <ul style="list-style-type: none"> <li>• Read Chapter 12; Case 12.1</li> </ul>
	Wed. June 11	Crisis Communication (p. 364-378) <ul style="list-style-type: none"> <li>• Read Case 12.2; 12.3; 12.4</li> </ul>
	Thurs. June 12	Integrated Marketing Communications (p. 381-410) <ul style="list-style-type: none"> <li>• Read Chapter 13; Case 13.1; 13.2; 13.3</li> </ul>
	Fri. June 13	Review
Week 6	Mon. June 16	8:00am-11:00am <b>Final Presentations</b> <b>Final Case Study Papers Due at 8:00am</b>