

Case Studies in Public Relations JOMC 431.2

Spring 2014

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Class Time: M/W, 5:30 p.m.-6:45 p.m.

Class Location: 253 Carroll Hall

Office Hours: M/W before and after class or by appointment

PREREQUISITES

To be enrolled in this course, you **must** have successfully completed JOMC 137: *Principles of Advertising and Public Relations*.

COURSE OVERVIEW

Hello! This course is designed to help you think as public relations professionals. For the semester we are together, **you are that public relations professional**. The course will provide you with a broad background and understanding of how PR professionals deal with the demanding and dynamic environment of corporate, government and nonprofit public relations. We will build upon the public relations principles you have already learned by exploring examples of "real world" public relations in action. We will examine situations and strategies and discuss various factors that affect how public relations is practiced in organizations, including identifying stakeholder groups, developing strategies, embracing diversity and recognizing ethical issues. Be assured, this course will be a challenging, yet fun!

COURSE OBJECTIVES

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

- ✓ Critically evaluate public relations research, strategies and execution
- ✓ Identify public relations tactics used in everyday life
- ✓ Research, analyze and make presentations about public relations cases
- ✓ Understand how public relations activities differ among various types of organizations and diverse stakeholders
- ✓ Analyze and discuss the opportunities and challenges facing public relations practitioners

REQUIRED TEXT AND MATERIALS

- *Public Relations Cases, Ninth Edition (2013)*. Hayes, Hendrix, Kumar, published by Wadsworth. ISBN-13: 978-1-111-34442-9 ISBN-10: 1-111-34442-6
- Additional readings as assigned and posted on Sakai
- Online news sources and daily newspapers to keep up with current news coverage

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- 3" x 5" white index cards

RESOURCES AVAILABLE

Please note that a library resource site has been set up specifically for this course. This site can be accessed through Sakai, under the "Library Research" tab, or directly through the following link: <http://parklibrary.jomc.unc.edu/course-guides/jomc-431>. This site includes helpful resources for your assignments and research projects. It is a true gift!

METHOD OF STUDY

The case study will be the major teaching tool for this course. I will present lecture material relevant to class cases and, along with guest speakers, provide real-world examples of a variety of public relations situations. **Group discussion of cases is the heart of the class.** I expect you to read assigned case material before the class in which it is to be discussed and to be prepared to **participate actively in the case discussions**. Ongoing dynamic case material will also be presented as current events allow. You will also be called on to present case facts as well as analyze public relations strategies for assigned readings.

COURSE ASSESSMENT

A variety of assignments throughout the semester will allow you to demonstrate what you have learned. Your grade will be calculated as follows:

Class Participation 10%

Hot Topics 15%

PR Event Evaluations 15%

Team Case Study Presentations-Phase I 15%

Team Case Study Final Project and Paper-Phase II 20%

Final Exam 25%

GRADING SCALE

A 90-100

B 80-89 (+/-, too)

C 70-79

D 60-69

F Below 60

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I follow the University's Grading Standards:

"A" students do not miss classes during the semester. They read and critically engage all the assigned textbook chapters and any optional readings on reserve before the material is covered in class. Written assignments and exams are not only complete but **cover more than just the minimum requirements**. The assignments exhibit proper style and format, are well organized, integrate terms and themes discussed in class, and are written precisely and concisely. All materials are turned in on time or early, and all rewrite opportunities are used. These students keep up with current events.

"B" students miss one or two classes during the semester, but these are excused absences. They usually read the assigned textbook chapters and some of the optional readings on reserve in the library before the material is covered in class. Written assignments and exams usually exhibit proper style and formatting, integrate strategic planning and targeting, are well organized, and are written precisely and concisely. All materials are turned in on time, and all rewrite opportunities are used. These students tend to keep up with current events.

"C" students miss one or two classes during the semester, usually excused. They read the assigned textbook chapters and some of the optional readings on reserve in the library just before the material is covered on the exam. Written assignments and exams usually exhibit proper style and formatting, but they do not always integrate strategic planning and targeting and are not always well organized or written precisely and concisely. All materials are turned in on time, and most rewrite opportunities are used. These students sometimes keep up with current events.

"D" students miss three or more classes during the semester and skim assigned readings. Written assignments and exams usually exhibit proper style and formatting, but they often lack integrated strategic planning and targeting and are often not well organized or written precisely and concisely. Materials are not always turned in on time; only some rewrite opportunities are used. They don't keep up with current events.

"F" students fail to come to class on a **regular** basis. They miss exams and written assignments and fail to use rewrite opportunities.

ASSIGNMENTS

To prepare for in-class discussions and exercises, you will need to read assigned materials before the class session for which they are assigned. You should spend about 6-9 hours each week – in addition to class time – on your reading, assignments and group project.

Most presentation slides and most handouts will be posted on Sakai for your convenience.

Writing assignments must be typed, double-spaced, with a common 12-point font, 1-inch margins, and free of mechanical errors (spelling, grammar, punctuation, and word usage). They must be printed and handed in, **when I collect them, on the date in which they are due**. **Type the UNC Honor Pledge at the beginning of each typed assignment: "On my honor, I have neither given nor received unauthorized aid on this assignment"**(points will automatically deducted without it).

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Late assignments **will not** be accepted without *prior* discussion or a documented absence. Prior discussion does not mean talking to me right before the class the assignment is due. If you are having problems with an assignment, you must speak with me before it is due, and we will decide upon a course of action. Nothing is negotiable after a deadline has passed.

It is *your* responsibility to be sure I have received each assignment and to maintain copies of your assignments until they are graded. Best practice would be to save copies of all work until the end of the semester. Each assignment is an opportunity to earn points. If you do not turn in an assignment, you have missed that opportunity. I will not give extra credit assignments.

Class Participation (10%):

Your participation in class is imperative for creating interesting discussions, as well as for your own success in the class. The participation portion of your grade (10%) will depend upon your arriving on time to class, your preparation, in-class discussions, and in-class exercises in which you will work in teams or individually to solve public relations problems related to a real or simulated scenarios. **You must be present in class to get participation credit.** Those who participate will be evident as will those who do not participate.

Hot Topics (6) (15%):

A Hot Topic is a "real world" public relations situation that **you identify on your own**. It can come from newspapers, magazines, the Web, or books. It should **not** come from the Public Relations Cases (PRC) textbook used in class. You will need to **identify at least one source** used to find the topic. We will take the first 20 minutes of each Wednesday class, **beginning Jan. 29**, to discuss the Hot Topics that you have identified. I will call on you or take volunteers to get the discussion going. Come to class with a prepared 3" X 5" index card with your Hot Topic. Whether or not we discuss your Hot Topic, you are expected to turn in a card. Hot Topics written on half sheets of paper will not be accepted.

- These may be hand-written if your writing is legible, and I will collect them at the beginning of class.
- You do not need to write in complete sentences, but **ALL cards must be written as an ITAL analysis.**
- The cards should include the following information:
 - Your name, the resource(s) used to find the Hot Topic and the due date.
 - Your reaction to and thoughts about the case (briefly). This could be about the message(s) the organization intentionally or inadvertently communicated, how the organization dealt with the issue from a communication/public relations standpoint, or portions of a SWOT.
 - **ALL cards must be written as an ITAL analysis.**

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PR Event Evaluations (3) (5% each):

Over the course of the semester, you will turn in THREE PR event evaluations. This is your chance to play PR police and be a true observer by attending and then evaluating the success of PR events on campus. Each evaluation is due on a Monday, should be **no more than three pages**, and **should include your analysis and evaluation** of the event. ONE evaluation can include an event from YOUR group association (Greek organization, or student professional group, etc). You should NOT be connected to the other TWO events in any way. The event should NOT be a musical event (i.e., concert) or sporting event but can be musical or sports related (i.e. press conference). Make use of the Internet to research the event, and any published materials (i.e. press releases) used to promote and/or summarize the event.

Your text, PRC (page 31), provides event ideas to look for. The **first evaluation is due Feb. 17.**

Here is the University Event Calendar for ideas:

<http://events.unc.edu/?date=2014-01-08&view=week>

The PR Evaluations should include as much of the following in your analysis, written in paragraph format:

What is the reason for the event?

Was there an opportunity or problem?

What function area does this event fall? (Media relations, government relations, social media, etc)

Who appears to be the target audience?

What are the objectives?

Are they informational, attitudinal, or behavioral?

What message(s) were used?

What uncontrolled and/or controlled media was used?

Were any media stories produced? Is the event being discussed on social media?

What is your overall assessment of the effectiveness of this event?

Final Exam (25%):

The final exam will consist of three application scenarios. You will choose one of the scenarios and be required to write your analysis of the situation; identifying the strengths, weaknesses, opportunities, and threats of the organization; and make recommendations drawing from the fundamental PR

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principles, strategies and tactics discuss throughout the semester. This exercise will also test your knowledge of terms discussed in your PRC textbook and in class discussions. A careful review of your readings, the lectures, guest lectures, class discussions, and class activities will help you to do well on the final exam.

Team Case Study Presentation and Paper:

The purpose of this assignment is to give you experience in analyzing the public relations work of others, including assessing the strengths and weaknesses of their approach. It should also give you more experience in gathering data/information from a variety of sources and in synthesizing and presenting this information to others. It also will give you more experience in working in small groups and managing tasks. **Your best work is expected on this project.** If you're experiencing problems within your team, let me know early and we should be able to remedy the situation. **You should begin working on this project early in the semester and consistently throughout the semester. This means working on the project with your team outside of class and not relying on time given during class. The syllabus is subject to change.** A grading rubric will be presented to you in the first few weeks of class.

You and your team will present work on this project in two phases:

Phase I: Presentation and Challenge, 15%

1. The class will be divided into **teams of three to four students.** Your team will select a **real-world, current, ongoing case by identifying a problem, opportunity or ethical issue** that an organization faces and that requires significant public relations involvement. Each team will be able to select its own case/organization, but I must approve the selection. Email your team proposal (½-1 page) to me **through Sakai on or before 5:30p.m. on Jan. 22.**

2. You will collect and synthesize the following information about your chosen case:

- Background information and collateral on the organization itself. This should be detailed and thorough and contain enough information that a reader of your project would have a good understanding of that organization: its goals, mission and values, as well as its financial standing, its products/services, its history, etc.
- Detailed information on the issue/situation that the organization faces and the facts that led up to the issue. Explain why the issue is important and identify the key stakeholders.
- Media coverage that the organization received that relates to your issue. You should collect your information using a variety of methods, including library database searches, current broadcast and print news, websites and social media.
- Materials distributed by the organization that are about the issue.

3. Make a formal PowerPoint (Google, Prezi, etc) presentation to the class (**Mar. 3 or 5**) based on your team's work **thus far.** The presentation should last approximately 15 minutes, with an additional 5 minutes for questions. After your team presents, the rest of the class will ask questions and challenge your ideas. **The purpose of this activity is to help ensure that your project is on the right track or to help**

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you refine it if it is not. If your team is not presenting then you are in the role of challenger and should assume the role of a key stakeholder and ask thoughtful questions.

Phase II: Final Presentation and Paper, 20%

4. The second part of your project involves critical analysis and recommendations. Your team will make a final presentation to the class on **Apr. 7 or 9** and hand in a group *through Sakai* paper on or before **Apr. 23 at 5:45 p.m.**

5. The presentation will include a PowerPoint (Google, Prezi, etc) **summary** of the entire case. The presentation should be 15 minutes, with an additional 5-10 minutes for questions. The presentation should **summarize important points and concepts from your Phase I presentation** and include:

- Additional media coverage that occurred after your first presentation.
- Additional issue-related materials distributed by the organization after your first presentation.
- Your team's presumption of the organization's public relations objectives.
- The public relations strategies and tactics the organization developed and carried out to deal with the situation.
- The organization's key messages and any key messages coming from the various stakeholder groups.
- A critical analysis of the organization's plan for dealing with the situation. Was the organization successful? Why or why not?
- Recommendations of additional strategies and tactics and/or what the organization could have done differently, based on what you know of the case and what you have learned about characteristics of effective public relations practice.
- Lessons learned (by the organization or you).
- Thoughts about how the organization could have been more proactive to prevent the issue from becoming a problem and/or thoughts about how it might continue in the future with a more proactive vs. reactive mindset (to prevent future issues).

Your team's paper, **due Apr. 23 at 5:45 p.m.**, will synthesize all of your work (Phases I and II) on the project. It must be *7-10 pages*, double-spaced (not including supplementary materials such as references and appendices), in a 12-point font, and with one-inch margins. **It should include a reference list of all of your sources, written in APA style** (which we will discuss in class). Copies of media coverage, collateral, and other documents pertinent to your case should be included with the paper. **JOMC standards for accuracy, spelling, grammar, and punctuation apply.**

ATTENDANCE

Showing up for work and being on time is an integral part of being a professional. Likewise, you are expected to come to class regularly and on time. **It will be difficult, if not impossible, to get an "A" in this course without regular attendance *and* participation.** Just showing up is not enough.

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If you are sick or have a valid reason to miss class, please let me know. If you know ahead of time that you will have an excused absence, you must notify me in advance and turn your assignments in to me before your absence. If you are absent from class for any reason, it is your responsibility to find out what you missed and to have assignments turned in.

I will give you **three "free passes."** A free pass may be used to be absent from class (**more than 15 minutes late to class is an absence**) or to omit one of your Hot Topic cards. Be sure to use your passes wisely and plan ahead for university-related activities, other obligations, and unexpected illnesses. If you are absent from class, I will assume you are using a free pass, but **if you want to use a free pass for a Hot Topic card, it is your responsibility to notify me in writing within 24 hours after the Hot Topic card was due.** Any student who gets through the entire semester without using a single free pass will receive an increase of **one half point** on his/her final grade. For example, B+ would increase to an A-.

If you are **tardy three times, it will count as one absence** (in addition to the participation grade reduction you receive for being late to class). **For every class you miss beyond three absences (for any reason), your final grade will be lowered by one half grade.** For example, if your final grade is a B- and you have four absences, your final grade will be lowered to a C+.

PROFESSIONALISM

Please act professionally and show respect toward your colleagues, instructor and guest speakers. **Silence or turn off your cell phone before class begins.** It is disruptive to others in the class to not do this. **If your phone is not silenced and disrupts class for a second time, class participation points will be deducted.** Do not leave class in the middle of a presentation. If you choose to take notes on a laptop or electronic tablet, close all other windows and applications to remove distractions, and keep your attention focused on the speaker. If your laptop or electronic tablet proves to be a distraction from the lecture or a speaker, you will be asked not to bring the device to class again.

HONOR CODE

Students are expected to abide by the UNC Honor Code. Please read below and visit <http://honor.unc.edu/> for the full code and more information:

"The Honor Code is the heart of integrity at Carolina. In brief, the Honor Code says that all students shall 'Refrain from lying, cheating, or stealing,' but the Honor Code means much more. It is the guiding force behind the students' responsible exercise of freedom, the foundation of student self-governance here at UNC-Chapel Hill. The University maintains an Honor Code because we believe that all members of our community should be responsible for upholding the values that have been agreed upon by the community. A written Honor Code is an affirmation of our commitment to high standards of conduct inside and outside of the classroom."

DIVERSITY

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The University's policy statements on Equal Employment Opportunity and Nondiscrimination are outlined in the Undergraduate Bulletin (www.unc.edu/ugradbulletin). In summary, UNC 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.

NEED HELP?

If you have a documented learning disability or require special accommodations to attend or participate in this course, please contact me at the beginning of the semester. For information about disability services, visit the Department of Disability Services website at <http://disabilityservices.unc.edu> or call 919-962-8300. If you require assistance or services from the Academic Success Program for Students with LD/ADHD please visit <http://www.unc.edu/asp/> or call 919-962-7227.

Also, please don't hesitate or feel shy about asking for clarification on any topic. There is no such thing as a stupid question! Together, we share the responsibility to be sure you understand the material.

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COURSE SCHEDULE

(As of Jan. 6, 2014, subject to change)

PRC: Public Relations Cases **NOTE:** Additional readings may be posted in Sakai as the semester progresses.

JOMC 431.2 Spring 2014 Weekly Schedule [As of Jan. 6, 2014; Subject to change]		
	Date	Topic and Assignments
Week 1	Wed. Jan. 8	Introductions; review and discuss syllabus Syllabus is on Sakai; bring questions and a copy of syllabus to class.
Week 2	Mon. Jan. 13	Solving PR Problems; Read Chapters 1,2 & 13 of PRC Reintro of Public Relations/PR process/Integrated Marketing Project teams assigned Project details/questions
	Wed. Jan. 15	Proactive Public Relations; Read Chapter 3 of PRC Media Relations Discuss: Cases 3-1 & 3-2
Week 3	Mon. Jan. 20	NO CLASS DR. KING HOLIDAY
	Wed. Jan. 22	Media Relations Guest Speaker: Jamila Elder, Assignment Editor, WRAL-TV Team project proposals due

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Week 4	Mon. Jan. 27	Case Research & APA Style/Case Research Method
	Wed. Jan. 29	Hot Topic due <i>Guest Speaker-Park Library (Case Research)</i>
Week 5	Mon. Feb. 3	Crisis Communications ; Read Chapter 12 in PRC Discuss: 12-3 & 12-4 <i>Crisis Communications Class Activity</i>
	Wed. Feb. 5	Hot Topic due <i>Crisis Communications Guest Speaker: TBD</i>
Week 6	Mon. Feb. 10	Consumer relations ; Read Chapter 9 in PRC Discuss: Cases 9-1 & 9-2
	Wed. Feb. 12	Hot Topic due Team project work
	Date	Topic and Assignments
Week 7	Mon. Feb. 17	Team project work <i>Turn in PR Event Evaluation #1 (3 pages, double-spaced)</i>
	Wed. Feb. 19	Public Affairs & Governmental Relations ; Read Chapter 7 in PRC Discuss: Case 7-2 <i>Governmental Relations Class Activity</i>
Week 8	Mon. Feb. 24	<i>Public Affairs & Government Relations Guest Speaker: TBD</i>

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	Wed. Feb. 26	Investor/Financial Relations and International; Read Chapters 8 & 10 in PRC Discuss: Cases 8-1, 8-3, 10-2 Hot Topic due
Week 9	Mon. Mar. 3	Team Project Presentations (15 minutes each)
	Wed. Mar. 5	Team Project Presentations (15 minutes each)
	March 7-16	Fall Break – No Classes after 5p Fri.
Week 10	Mon. Mar. 17	Social Media; Read Chapter 4 in PRC Discuss: Cases 4-1 & 4-3 <i>Turn in PR Event Evaluation #2 (3 pages, double-spaced)</i>
	Wed. Mar. 19	<i>Social Media Guest Speaker: TBD</i>
Week 11	Mon. Mar. 24	Internal Communications/Employee Relations; Read Chapter 5 in PRC Discuss: 5-2 & 5-3
	Wed. Mar. 26	Class Activity Hot Topic due
Week 12	Mon. Mar. 31	<i>Guest Speaker: Will Arey, Internal Communications Manager, UNC Health Care</i> <i>Turn in PR Event Evaluation #3 (3 pages, double-spaced)</i>
	Wed. Apr. 2	Team project work

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Week 13	Mon. Apr. 7	Final Team Project Presentations (15 minutes each)
	Wed. Apr. 9	Final Team Project Presentations (15 minutes each)
Week 14	Mon. Apr. 14	<i>Guest Speaker: Jennifer James, Director, UNC Medical Center News Office</i>
	Wed. Apr. 16	Internships and Early Career Readings in Sakai Course Evaluations Hot Topic due
Week 15	Mon. Apr. 21	Final Exam Review
	Wed. Apr. 23	Last Day of Class/turn in final project paper by 5:45 p.m. *Final Exam Review (optional)
Week 16	TBD	Final Exam