***MEJO 531- Section # 4–Case Studies in Public Relations***

***Spring 2021***

***Tuesday/Thursday (2-3:15 pm)***

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| Instructor:  ***Professor Jules Dixon***  **Email: julesdixon@unc.edu**  ***REMOTE ONLY***  Office hours:  Via ZOOM  ***\*\*By Appointment***  ***Email Professor Dixon to schedule*** |  |

**Course Overview**

This course will help you develop the skills and strategy approaches of a Public Relations practitioner who works in the dynamic and exciting industry that is focused on consumer, entertainment/celebrity PR, corporate, government relations and nonprofit communications. In my class this semester, we will research and discuss real-world public relations situations, strategies and mitigation techniques via pertinent case studies.

**Course Objectives**

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

* **Critique public relations research, strategies and industry execution.**
* **Examine today’s public relations challenges and opportunities.**
* **Critically analyze a wide array of public relations cases.**
* **Understand the transformation that has taken place in the public relations industry driven by digital technology and consumer engagement.**
* **Learn/practice effective written and presentation skills.**

**Prerequisites: MEJO 137: Principles of Advertising and Public Relations**. ***No exceptions.***

**Required Text:** **Cases in Public Relations Management – The Rise of Social Media and Activism**

**Third** **Edition- Patricia Swann.**

**All assigned readings should be completed before the appropriate class sessions for which they are assigned to generate open class discussion. We will also have many opportunities for group/team work.**

**Assignments and Deadlines:** All writing assignments must be typed, double-spaced and turned in on time. For outside assignments, late papers will receive a reduced grade **unless we agree before the assignment is due** that it can be late. Otherwise the assignment will receive an F. ***No assignment will be accepted if it is turned in more than 24 hours after its deadline without prior notice by you —and confirmation by me.***

**Sakai:** Pertinent lectures/presentations and other handouts are/will be posted on Sakai for your convenience as appropriate. ***\*\*NOTE: You are responsible for any course changes that I make in Sakai--including updates to the course syllabus and assignments.***

***\*\*\*TO JOIN CLASS VIA ZOOM:***

**ID: 5301615551**

**Course Grade Calculation:** I will calculate your final grade as follows:

**Grading Scale:**

**A= 90-100**

**B= 80-89**

**C= 70-79**

**D= 60-69**

**F= Less than 60**

**ATTENDANCE: I will take attendance—so PLEASE be present and INVOLVED. Only 3 “excused” absences are permitted.**

**COURSE GRADING:**

* **Class Participation/Attendance= 150 points**
* **Hot Topics in the News = 100 points**
* **Midterm Case Study = 300 points**
* **Final Case Study/Exam = 450 points**

**Grand total = 1000 points**

**CLASS PARTICIPATION**: ***LET’S HAVE FUN!!*** This class is a ***DISCUSSION-based course***—every single day, …so please come prepared to share your thoughts and have great insightful discussion based on your research, observations and readings. ***The “case study” review method is the teaching tool for my course.***

**HOT TOPICS IN THE NEWS:** Every day in my class, we will discuss (looking for YOUR leadership!!) exciting and REAL-LIFE examples of “HOT” topics in the current news environment. Think about what companies are in the news and WHAT their TOP PR teams are doing to showcase the “GOOD” …and mitigate the “BAD” !!!

**MID TERM CASE STUDY:** You will write a case study “brief” as your midterm. The brief will cover key details or an organization and their communications effectiveness.

**FINAL CASE STUDY:** The purpose of the final exam is to serve as a capstone to all that we have learned in this Spring course. You will do a critical analysis of an organization’s issue that requires public relations strategy. Collect detailed information on the issue/challenge that the organization is facing/has faced. Have a strong sense of the organization’s goals, mission, values, products/services and history. Additionally, please have a point of view of the organization’s media coverage and the tactics and strategies that were implemented.

**Honor Code:** It is expected that each student in this class will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you haven’t read the code in a while, please revisit it!

**Seeking Help:**  
***If you need individual assistance, it’s your responsibility to meet with Professor Dixon.***   
  
**Diversity:**  
The University’s policy on Prohibiting Harassment and Discrimination is outlined in the 2015-2016 Undergraduate Bulletin http://www.unc.edu/ugradbulletin/. UNC is committed to providing an inclusive and welcoming environment for all members of our community and 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.  
   
**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 Accessibility Services website at https://accessibility.unc.edu/

**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.**

**MEJO 531 — SPRING 2021 CLASS SCHEDULE**

***(\*Note\*\*: This is ONLY A GUIDE for the semester, subject to change.***

***You will be notified of any modifications.)***

## **Date Topic Readings/Assignments**

**Jan 19 Introduction/Class Expectations No readings**

Jan. 21 The Art of Client Relations No readings

Jan. 26 Crisis Relations – The Rubber and the Road No readings

Jan. 28 Public Relations Theories/PR case studies No readings

Feb. 2 Community Relations Chapter 9

Feb. 4 Community Relations Chapter 9

Feb. 9 Media Relations Chapter 4

Feb. 11 Media Relations Chapter 4

**Feb. 16 UNC BREAK DAY**

Feb. 18 Corporate Responsibility Chapter 3

Feb. 23 Crisis Communications Chapter 5

Feb. 25 Crisis Communications Chapter 5

March 2 Diversity and Inclusion Chapter 10

March 4 Diversity and Inclusion Chapter 10

March 9 Employee Communications Check Sakai

March 11 Employee Communications Check Sakai

March 16 Activism and Advocacy Chapter 6

March 18 Activism and Advocacy Chapter 6

March 23 Entertainment PR Chapter 8

March 25 Entertainment PR Chapter 8

March 30 Conflict Management Chapter 5

April 1 Conflict Management Chapter 5

April 6 More Media Relations Check Sakai

April 8 More Media Relations Check Sakai

April 13 Ethics and the Law Chapter 2

April 15 Ethics and the Law Chapter 2

April 20 The Power of Integrated Marketing

April 22 What Do Reporters REALLY Want?

April 27 Media Junkets

April 29 ***Let’s Chat—CAREERS IN PUBLIC RELATIONS***

**May 4 LAST DAY OF CLASS- WRAP UP \*\*\*\*\***

**Thursday, May 13th (12:00pm- 2:00pm) \*\*\*FINAL EXAM/Remote**