

COMM 333: CASE STUDIES IN PUBLIC RELATIONS

Fall 2017: September 5- December 14, 2017

Course Meeting Time	Section 1: Thursday 9:00 – 10:50 a.m.
Classroom	CAC 237
Prerequisites	COMM 230: Introduction to Public Relations Speak with the instructor ASAP if you haven't taken the introduction course.
Instructor	Hyosun Kim, Ph.D.
Email	hyosun.kim@uwsp.edu
Office Hours	Tuesday, 10:00-11:00 a.m. Thursday, 11:00 a.m. – 12:00 p.m. or by appointment
Office	CAC 325

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. COMM 333 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, including 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 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.

COURSE TEXT:

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).

A Note from the Instructor

I am happy to have you in my class. Your academic success is very important to me. I'm here to help you to achieve your goals in my class. Please do not hesitate to reach out to me via email or stop by my office during my office hours. If you'd like to discuss individual assignments or anything, do not hesitate to reach out.

GRADING EXPECTATIONS

Assignments	Points
Exam 1:	200
Exam 2:	200
Weekly Case Notes:	100
Case Brief:	100
PR Cases in the News:	100
Group Project:	200
Participation (class engagements, attendance, in-class exercise, professionalism)	100
Total	1000

Extra Credit: Extra credit may be announced in class only. These opportunities are optional. Specific directions will be provided when the opportunity arises. In general, however, you can expect that I will strive to maintain my primary ethic in evaluating student performance in the course: **FAIRNESS**. My adherence to this standard guarantees that I will not extend special opportunities for make-up work, award extra points on exams, or give any other special grading treatment.

COURSE REQUIREMENTS

Examinations (400 points):

Two written examinations will be given during this semester. They will be multiple choices/short answer/short essay exams which will cover assigned readings, class lectures, and class discussions.

Case Brief Presentation (100 points), oral presentation only:

Each student will present one case from the textbook or the D2L Reading folder. The instructor will assign you a case based on your interests. You can find your case in textbook or the course reading folder in D2L. You will give a Power Point presentation about your case on a scheduled day. Please submit your PowerPoint presentation file before your presentation. If you submit your presentation file after your presentation, you will lose 10% of your grade. You must organize your presentation using the ITAL framework. We will discuss the ITAL framework on the second day of class. Also, at the end of your presentation, prepare at least 3 questions to start the class discussion. The essential part of this course is to learn how to professionally analyze real-world cases and apply it to similar settings. If you do not use the ITAL framework, you will lose huge points.

Weekly Case Notes (100 points):

Students must submit discussion board postings to D2L regarding cases we discuss in our class. Students must participate in the discussion at least once every week. For example, we will cover Activism during the second week and discuss three cases from the textbook. You need to leave comments on the discussion board for all cases we covered in class. You can discuss issues of the case and lessons you learned from the case based on the readings and class discussion. The cases will be on the tests, so it is important to regularly read and participate in the discussion. Do not leave any comments that are solely based on your personal feelings and experience. Discussion threads for each topic will be open only for a week and close at 5 pm every Thursday. Discussion board submissions will not be accepted for credit after the deadline. Submitting a posting to an online discussion for each case is worth 6.25points.

PR Cases in the News (100 points), oral presentation and a written essay on December 7th:

Students are responsible for submitting one recent case analysis in the news during the semester. Your case should be one that occurred within the past year (from January 2016 to date). The key to success in the highly competitive PR and media business is keeping up to date with current PR issues in the industry. The purpose of this assignment is to learn recent PR challenges; students will lose points if they chose a case that occurred before 2016.

Your PR Cases in the News assignment will have two components: a 10-minute PowerPoint presentation and a 5-page write-up about the case. You must submit both your PowerPoint slides and your write-up to D2L before your presentation.

- Written essay: at least 5 pages, including a reference page, double-spaced, Times New Roman font, proper citations and a work cited page. Be sure to cite credible sources.
- Presentation: 10 minutes
- You must both deliver an oral presentation and submit a write-up to get full credit.

You can start browsing articles from following periodicals. You need to cite an article from credible sources. The instructor will also evaluate if your work is cited from credible sources.

- PR Week: <http://www.prweek.com/>
- PR News: <http://www.prnewsonline.com/>
- Advertising Age: <http://adage.com/>
- ADWEEK: <http://www.adweek.com/>
- Social Media Today: <http://www.socialmediatoday.com/>
- Mashable: <http://mashable.com/>
- The New York Times: <https://www.nytimes.com/>
- The Wall Street Journal: <http://www.wsj.com/>

Group Project (200 points):

Throughout the semester, you will work in groups of four or five to produce a detailed case study analysis to the class. Further detailed information about this project will be discussed during the class. The group work will have two components: two presentations and a final case report.

I'm going to create groups based on the student information sheet you turned in. It is your group's responsibility to choose a client you want to work for. The purpose of this assignment is to learn how to effectively pitch your proposal to your client in a bid presentation. Your team will choose a client based on your common interests.

Your responsibility for this project is to analyze the case, connect with concepts, and compare it with similar cases to draw future suggestions. We are going to learn a lot of strategies and tactics organizations have used for different PR issues. As such, the important part of this project is to recommend viable suggestions to your client to move forward based on your research and analysis. I expect to see collective intelligence here.

To avoid free riders and slackers in group settings, a group member kick-out policy will be discussed in class and everyone should follow the policy to create an effective learning environment. In the real-world work environment, you won't be successful in your career if you do not cooperate with your team members. We are going to start practicing how to be a good citizen in a team or organization setting to prepare for future jobs. Further detailed requirements and the instructor's expectations will be discussed in class and uploaded to D2L.

Class Participation (100 points):

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, active engagement in class discussion and in-class exercise, and proper class etiquette (professionalism).

Extra Credit Opportunity*

There are two ways to earn extra credit in this class. Both of them involve stepping away from the classroom and engaging with a working public relation professional during the semester.

Each member of the class may choose from one of the two options below:

- 1. Shadow a PR professional for at least half a day; write a 3-4 page report about your experience; submit by Monday, Oct. 12 at the latest with a confirmation note from the professional you shadowed; and make an informal presentation about it from your seat. What did you find to be most interesting? What was least interesting? What surprised you? How did the experience influence your interest in possibly pursuing a public relations career?
- 2. Conduct an in-person or telephone interview (not by email or text) of a public relations professional focusing on his or her most significant PR case. Provide a confirmation note from the person you interviewed, along with a 3-4 page write-up by Oct. 12; describe the case (50%) in the report and include your assessment/recommendations based on class learnings and readings (50%). You'll also be expected to share this with the class in an informal presentation.

Attendance Policy:

Class attendance and participation are essential to this class. Critical information for exams and assignments will come directly from class. Arriving more than 15 minutes late will result in your being marked absent for that day's class. If, for some reason, you run late, **do not walk into the classroom or knock on the door while one of your classmates is presenting. Please wait until the presentation has finished to enter the classroom.** You are expected to be in class for each class period. Regular attendance is highly encouraged. Anyone who misses a class should make arrangements with another student to copy notes, review announcements, and so forth. The instructor will present course materials only during designated class periods and will not reiterate materials. If students have specific questions that seek clarification about course content from a previous class period, they should not hesitate to ask, and the instructor will gladly work to clarify the course materials. However, students should not arrive at an instructor's office hours with the assumption that the instructor will "go over whatever I missed." Two important notes:

1. Unless there are extenuating circumstances, you cannot pass this class if you have more than **4 absences**.
2. If you do not show up on the day of your scheduled presentation or you are not prepared for the presentation, you will get ZERO for that assignment.

Professionalism:

The classroom is an inclusive and professional environment. Everyone is to be treated with respect. Do not engage in side conversations or be otherwise disruptive when someone is speaking in front of the room. All types of communication in this course should be formal and professional. For example, when emailing the instructor or your colleagues, remember to include a proper subject line, greeting, and proper grammar.

Excellent Participation = A+	The student consistently adds value to discussion, makes connection to the text/course material, and always/mostly follows the principles stated above.
Good Participation = A	The student regularly adds to the discussion, but has not consistently made connections to the text/course material. The student typically follows the principles stated above.
Average Participation = B	The student adds some value to discussion, but rarely makes connections to the text/course materials. The student sometimes follows the principles stated above.
Superficial Participation = C	The student infrequently participates and does not make connections to the text/course material. The student infrequently follows the principles stated above.
Non-Helpful Participation = D	The student does not add value to the discussion, or comments are completely unrelated. The student is unprofessional and does not follow four principles stated above.
No participation = F	The student does not attend class and thus does not participate.

Course Policies for a Successful Class

Cell Phone Rules:

Cell phones should be silenced and not used in the classroom. 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. If you are expecting a phone call or text message that is absolutely urgent, please let the instructor know ahead of time, and then quietly excuse yourself from the room to take care of the matter.

Laptop and Tablet in the Classroom:

No laptops or tablets except by special permission for extraordinary reasons. If you do use a laptop or such, you must sit in the first row. No exceptions. Talk to me in person if you need to use electronic devices in class.

Assignment Submission to D2L:

Written work must be posted to the D2L dropbox in Microsoft Word (.doc or .docx), PDF, or pptx formats only. **I do NOT take late assignments sent via e-mail.** Be sure to keep copies of your work and the feedback for the entire duration of the course.

When necessary, the instructor will communicate with the class and/or individual students via the email address listed in your D2L account. It is your responsibility to check that email account regularly.

Late Assignments:

Deadlines are crucial in public relations profession. Any assignment not handed in during the class period in which it is due won't be accepted. Exceptions will only be made in emergency cases, and only when discussed in person and in advance with the instructor. Students should never assume that leaving a voice mail message or sending an email message to the instructor constitutes an accepted excuse. It is always the student's responsibility to obtain an excuse from the instructor personally. If you become aware of a serious problem which will prevent you from taking an exam or being at class, you must inform me of this **ahead of time** and we can reach a compromise. If you give me an excuse after-the-fact, I reserve the right to deny a retake of a test or quiz. Please note all work is due at the start of class on the due date. If you arrive late to class on a due date, your work will not be accepted.

To be eligible for permission to make up an assignment due to a verified absence, you must provide:

- Written evidence of the absolute need for you to be absent (emails are not acceptable)
- This evidence must be from an appropriate, verifiable source

Evidence must be presented to your instructor no later than one week after the missed assignment (e.g., a formal doctor's note). Except in the cases of extreme emergency, however, students who need to be absent should contact their instructor at least one week *prior* to the date they will be absent. Instructors will accept late work without prior arrangement in the case of extenuating circumstances (such as hospitalization, major accident, injury or bereavement). Students who suffer such a circumstance must notify the instructor as soon as possible of the extenuating circumstance that prevented them from submitting work on time and determine a deadline with the instructor for submitting the work. In these instances, the instructor will waive the late penalty. ***Students who do not meet the deadline arranged with the instructor will receive a grade of zero on the assignment.***

All work must be turned in on time. Again, the instructor will not take late assignments. If you do not turn in your assignment by the scheduled deadline or fail to show up for your presentation, you will get ZERO points for the assignment.

The 24/7 Rule:

When I return an assignment, please take at least 24 hours to review my comments before you come to me to discuss. You then have 7 days to meet with me. I will not discuss in May an assignment that was returned in March.

Final Grade Scale

Grading Scale	Letter Grade	
1000-925	A	Outstanding Work
924-895	A-	Performance Exceeding Standards
894-875	B+	
874-825	B	Good/Satisfactory Work
824-795	B-	Performance Meeting Standards
794-775	C+	
774-725	C	Average Work
724-695	C-	Performance Meeting Minimum Standards
694-675	D+	
674-625	D	Needs Improvement
624-595	D-	Performance Not Meeting Minimum Standards
594-0	F	Unacceptable Performance

Standards for Success

Academic expectations:

All work must be typed. Improper spelling, poor word usage, and grammatical errors will be deducted from your final grade. This will be rigidly enforced. Plagiarism or any other form of academic misconduct will not be tolerated. Students are expected to comply with all relevant Wisconsin statutes, the state administrative code, and the UW System academic policies. Students with cell phones, electronic tablets, and laptops should make sure they are turned off before the beginning of class.

Arriving late or leaving early for this class without speaking in person to the instructor will be recorded as a missed class and will be reflected in your final class participation grade.

Expectations for presentations and papers will be discussed. Students must be responsible and fully engaged in this process and with each assignment. Deadlines must be met. Communication must be professional. Students must be able to accept subjective evaluation of each presentation from the instructor and peers.

Plagiarism and Academic Integrity

From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions. For more info: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Note: Submissions via D2L will be automatically screened for plagiarism.

Students with Special Needs/Disabilities

If you have a disability and require accommodation, please register with the Disability and Assistive Technology Center (6th floor of the Learning Resource Center – that is, the Library) and contact me at the beginning of the course. More information is available here: <http://www4.uwsp.edu/special/disability/>.

Emergency Procedures

In the event of an emergency, this course complies with UWSP's outline for various situations. A full list of these emergency plans is available here: <http://www.uwsp.edu/rmgt/Pages/em/procedures/default.aspx>

COURSE SCHEDULE

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

Date	TOPIC/ ASSIGNMENTS DUE	READINGS
<u>WEEK 1</u> Sep. 7	<ul style="list-style-type: none"> ▪ Introduction to the course and review of the course syllabus ▪ The Case Study Method 	None
<u>WEEK 2</u> Sep. 14	Activism	[Chapter 6] pp. 226-230 [Chapter 6]: 15. Guitar Hero Strikes a Chord [Chapter 6]: 14. Beyond Disgusting
<u>WEEK 3</u> Sep. 21	Corporate Social Responsibility	[Chapter 3] pp. 39-42 [Chapter 3] 5. Apple iProblem D2L: JP Morgan Chase & Company
<u>WEEK 4</u> Sep. 28	Consumer Relations	[Chapter 7] pp.277-279 20. Making the Potato Top of Mind: Consumer Research Connects “Linda” to Potatoes D2L: Firing the Founder: A Men's Wearhouse Identity Crisis
<u>WEEK 5</u> Oct. 5	Media Relations	[Chapter 4] pp. 94-100 [Chapter 4] 8. Face Value [Chapter 4] 10. Two Employees with a Video Camera
<u>WEEK 6</u> Oct. 12	Kick-off Group Project	Note: Communication Week Due: Extra credit paper due. Dropbox your assignment to D2L.
<u>WEEK 7</u> Oct. 19	Crisis Communication	[Chapter 5] pp. 154-161 [Chapter 5] 12. Politics of Pink [Chapter 5] 13. Deeper Horizon Blowout
<u>WEEK 8</u> Oct. 26	Exam (in-class)	
<u>WEEK 9</u> Nov. 2	Entertainment and Leisure: Reputation management	[Chapter 8] pp. 360-361 [Chapter 8] 25. What Price the Regal Reputation? Protecting the Royal Investment from Scandal D2L: Just a ding? The NFL responses to research on football-related concussion
<u>WEEK 10</u> Nov. 9	Community Relations	CH 10 pp. 423-424 D2L: Entirely Comfortable with its Orientation: Subaru's Successful History of Gay/Lesbian Integrated Marketing Communications D2L: Calgary Stampede: Animal-welfare vs. Entertainment Due: Group project topic proposal is due at the beginning of class
<u>WEEK 11</u> Nov. 16	Healthcare/ Environment	D2L: The rebrand of CVS health D2L: Water on Fire: An Analysis of ExxonMobile's Communication Defense of Hydraulic Fracturing Group Project Check List

WEEK 12 Nov. 23	No-Class: Thanksgiving	
WEEK 13 Nov. 30	Individual WGO presentation	Due: Claim your case analysis topic to D2L by Nov. 10, 5 p.m.
WEEK 14 Dec. 7	Final Group Presentation	
WEEK 15 Dec. 14	Exam 2 (in-class)	
WEEK 16 Dec. 21	<p>Happy Holidays!</p> <p><i>Note: The last day of class is December 14th.</i></p> <p><i>The final exam for this course is scheduled on Week 15.</i></p> <p><i>We won't take the final exam on December 18th.</i></p>	