

The University of Texas at El Paso
Department of Communication
Fall 2018
COMM 4323: Case Studies in Public Relations
CRN 11348

MATERIALS AND BIBLIOGRAPHY

- *Cases in Public Relations Management* by Patricia Swan, 2nd Edition
Routledge (2014)

INSTRUCTOR INFORMATION:

Instructor: MBA/MA Eli Garcia
Office: COTTON 204
Office hours: M-W 12:00-1:20 PM
 T-R 3:30-4:30 PM
 Or by appointment

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COURSE CONTENT

Course Description:

This course studies the role of public relations in organizational problem-solving practices. Through the analysis of real-life cases you will study how the functions of public relations help manage and reconcile the conflicts/challenges that arise between an organization and its diverse stakeholders.

Course Learning Objectives:

- Understand the role that public relations plays in effectively developing advancing and managing successful strategic relationships between an organization and its diverse publics
- Implement the *Case-Based* methodology to analyze how a wide range of organizations have used strategic PR plans to handle conflicts and meet organizational goals
- Advance strategic thinking and problem-solving skills
- Develop counseling, time-management, teamwork and strategic planning skills, as these are an integral part of the public relations field.

Course Learning Outcome:

- Competence in applying the *Case-Based* methodology to different organizational situations in which strategic PR plans are utilized to achieve organizational goals

Course Methodology:

- There will be a mix of lectures, student group assignments and presentations.
- Students will participate in diverse class exercises that will attempt to recreate “real-world” professional situations.

ASSIGNMENTS

- As in any “real-world” PR situation, this course will require you to work in teams.
- Your team will explore a series of public relations campaigns/situations.
- Based on your analysis of the mentioned situations your team will report and present your research findings in the following structure:
 - 6 written case analyses
 - 2 case study discussion leading presentation

Case Study Written Assignment Criteria:

- Your team written reports should be around 8-10 pages.
- They should demonstrate an in-depth written analysis-critique of the assigned case.
- Make sure you answer the required questions in paragraph format.
- Please follow APA style and provide a reference page

Case Study Rubric Written Assignment	100 Points
Introduction: <ul style="list-style-type: none"> • Provide an overview of the PR concepts that will be discussed in your document. • Provide a justification on why your document is relevant to PR practitioners. • Describe what specific organizational communication knowledge will a PR practitioner obtain from your document. 	5
Organizational Profile (Key Players) (External research) Provide an organizational profile of all parties involved in the case based on the following criteria: <ul style="list-style-type: none"> • Discuss Organizational Culture • Organizational structure • PR history (previous approaches to PR, crises, successful campaigns, etc.) • Overall PR approach 	10
Case summary- Problems/Opportunities: <ul style="list-style-type: none"> • Summarize the situation. • Provide a SWOT Analysis for all parties involved • Explain PR problems and/or opportunities for <u>all parties involved</u>. 	10
Organization’s Communication Objectives: Identify the communication objectives for all main players	5
Public Opinion: (Internet, newspapers, TV, radio, etc.) <ul style="list-style-type: none"> • Provide an overview of the media coverage the case received. • Identify the main media players and describe their influence on public opinion • Provide your opinion on who had a positive/negative portrayal based on media coverage 	20
Case Analysis (Answers to Case Questions) <ul style="list-style-type: none"> • Make sure you provide your answers from a PR perspective 	20
Critique. <ul style="list-style-type: none"> • Provide an overall critique on how the organization reacted to this case and conclude your document. • Describe PR successes and failures 	15

<p>Best Practices conclusion</p> <ul style="list-style-type: none"> • What did you learn from this case? <p>From a <i>Best Practices</i> approach, what would be your 4 PR <i>Best Practice</i> recommendations for business professionals?</p> <ul style="list-style-type: none"> • Media Relations • Internal Communication • Community Relations • CSR, etc. 	15
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Case Study Presentation Criteria:

- You will be assigned to present and lead the discussion on one of the written case analysis
- Make sure you have a well-developed presentation plan
- Make sure you cover the points discussed in the different sections of the written assignment
- Be prepared to engage the audience, facilitate discussions and answer direct questions.
- Use strong and interesting visual aids (Power point, posters, videos, etc.)

Case Study Presentation	150 Total Possible Points
Organizational Background Information	10 points
Case Background	10 points
Problem /Opportunity	10 points
Public Opinion (Media coverage samples)	20 points
Case Analysis Discussion (discussion of answers to case questions)	25 points
Critique	20points
Best Practice Conclusion	20 Points
Interaction with audience (engagement, questions, etc.)	25 points
Visual elements	10 points

GRADING

This course is ambitious and requires your active participation. Students can earn up to 1000 points during the semester. Grades will be based on the following scale:

All turned-in assignments must be hard copy. No e-mails accepted.

- A= 1000-900 points
- B= 899-800 points
- C= 799-700 points
- D= 600-699 points
- F= 599 points and below

Case Study #1 (Written Assignment)100 Points

Case Study #2 (Written Assignment)	100 Points
Case Study #3 (Written Assignment)	100 Points
Case Study #4 (Written Assignment)	100 Points
Case Study #5 (Written Assignment).....	100 Points
Final Case Study #6 (Written Assignment).....	100 Points
Case Study Formal Presentation.....	150 Points
Final Case Study Presentation.....	150 Points
Attendance and Participation.....	100 Points
Total Points	1000 Points

CLASSROOM POLICIES:

Participation and attendance:

- Students are expected to attend each and every class and to be punctual. This is a discussion driven course; your active participation is extremely important. Please read assigned material prior to class. **I will deduct 10 points** from your class participation score for each **unexcused absence**.

Deadlines and late work

- All written assignments must be **hard copy** (no e-mails accepted) and handed in **on time**, double-spaced and have adequate margins for reviewer comments (about an inch). Use 12-point type, Times New Roman or Courier font
- Deadlines for all written assignments will be strictly enforced. I won't accept assignments after deadline. Missing a deadline is equivalent of not doing the assignment. PR professionals must meet strict deadlines. I expect you to do the same

Be respectful:

- The use of cell phones and text messages won't be allowed during class time. Please turn cell phones to silent mode before entering the classroom. Be courteous to classmates by paying attention to presentations and by being open-minded in regard to the opinions and ideas of others

ACADEMIC MISCONDUCT

- The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

CASS POLICY

- If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities

COURSE CALENDAR

The instructor reserves the right to make necessary changes in the schedule/calendar/assignments depending on the needs of the class.

Class Meeting	Topic—Activity	Reading
M/Aug/27	Course Introduction, Syllabus Review, Student Introductions	
W/Aug/29	Purpose of Public Relations cont.	Ch1
W/Sep/5	Case Study Methodology	Appendix A&B, pg. 551-558
M/Sep/10	<ul style="list-style-type: none"> • Ethics • What would you do? Scenarios • Creation of teams 	Ch. 2, & Appendix G pg. 575
W/Sep/12	Media Relations	Ch. 4
M/Sep/17	Media Relations cont.	
W/Sep/19	Case Study #1 written report and presentation due: “Two Employees with a Video Camera...” pg. 144	
M/Sep/24	Community Relations	Ch. 9
W/Sep/26	Community Relations cont.	
M/Oct/1	Corporate Social Responsibility	Ch. 3
W/Oct/3	Corporate Social Responsibility cont.	
M/Oct/8	Case Study #2 written report and presentation due: “Apple iProblem; Subcontractor Worker Issues brings Negative Attention” pg. 66	
W/Oct/10	CSR /Starbucks Case Study	Ch. 8
M/Oct/15	Starbucks Case study (In class exercise)	
W/Oct/17	Entertainment, Leisure and Sports	Ch. 8

M/Oct/22	Public Opinion	Ch. 6
W/Oct/24	Public Opinion	Ch. 6
M/Oct/29	Case Study #3 written report and presentation due: Undercover Video Captures Chicken abuse: Animal Activist Group Targets Company” pg. 266	
W/Nov/31	Financial relations	Ch. 11
M/Nov/5	Consumer Relations	Ch. 7
W/Nov/7	Consumer Relations Cont.	
M/Nov/12	Case study #4: “Lean Finely Textured Beef or Pink Slime?” pg. 162	
W/Nov/14	Public Relations Career cont.	In class discussion
M/Nov/19	Public Relations Careers	In class discussion
W/Nov/21	Culture and Other Considerations	Ch. 10
M/Nov /26	Culture and Other Considerations Cont.	
W/Nov/28	Case Study #5 written report and presentation due: “Shark Fin Soup: Hong Kong Disneyland” pg. 521	
M/Dec/3	Conflict Management	Ch.5
W/Dec/5	Conflict Management Cont.	
F/ Dec/14	Final Case Study Final Presentation PR Application Case Study All teams 10:00 AM-12:45 PM	