



SPRING 2022

Meeting days: Tuesday/Thursday	Instructor title/name: Sarah Witmer, M.A.
Meeting times: 8:00– 9:15 am	Phone: N/A
Meeting location: C 104	E-mail: switmer@pointloma.edu
Final Exam: TBA	Office location and hours: By appointment

COURSE DESCRIPTION:

You will learn best practices in public relations through review and analysis of relevant case studies. We will study recent cases in public relations that had outcomes varying from expected to unsuccessful. This class will challenge you to think analytically, strategically and practically. Each case is based on real events and is designed to encourage discussion, debate and exploration of the options available to today’s strategic public relations manager.

We will demonstrate research-based public relations practices which enable managers to solve complex problems, set and achieve or exceed goals and objectives, track the options and beliefs of key publics and employ program strategies with confidence.

COURSE LEARNING OUTCOMES:

- Learn best practices in public relations through review and analysis of relevant case studies.
- Know how to develop a strategic public relations plan and present it effectively.
- Understand the various practice areas within the public relations profession.
- Demonstrate an ability to critically examine and resolve public relations problems.

COURSE TEXTBOOKS: (purchase not required)

The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly. Written by David Meerman Scott (5th edition, 2015).

COURSE FORMAT:

With such a small class size, the traditional lecture format is being thrown out the window. Instead, we will circle up and learn from each other. Each student will bring work, ideas, and experiences to share to the group discussion, which will be facilitated by Professor Witmer.

COURSE PRE-REQUISITS:

This class is developed for advanced students in public relations who have completed COM 3090, Introduction to Public Relations or other relevant PR course or work experience.

ASSESSMENT AND GRADING

Assignment Name	Points Possible	Your Score
Homework: Creating A New Course Structure Together	3	
Tuesday Lecture Notes (8@3pts each)	24	
In-the-news (8 @3 pts each)	24	
Classroom case studies (8 @3 pts each)	24	
Self-Branding Assignment	20	
Favorite Public Figure/Organization Analysis	5	
Real Client Campaign Plan Project (Midterm)	12	
Portfolio-Building Case Study	3	
Portfolio-Building Media Alert	5	
Portfolio-Building Press Release	5	
Branded Portfolio Website (presented to class) "Final"	50	
Total Points	175	

GRADING SCALE:

Grade	Percent	Grade	Percent
A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	0-59

GRADING STANDARDS:

"A's"...are awarded for work that is **highly exceptional, shows insight and analysis** in submittals and class discussion and **goes beyond all minimal requirements**

"B's"...are awarded for work that is above average and **goes beyond minimal requirements.**

"C's"...are awarded for work that meets basic standards and requirements.

"D's".....are awarded for below average work that usually lacks minimal requirements.

"F's".....are awarded for work that clearly does not meet minimal standards, or is not completed.

GRADE CONCERNS:

If you feel that you were unjustly evaluated on any assignment, please talk with me within ONE week after the assignment has been returned. An appeal is welcome by scheduling an appointment. Please come with a well-reasoned and written explanation of why the grade should be changed, and I will be happy to discuss it with you. Asking for an appeal and defending your case does not secure, nor imply a change of grade. If at any point during the course you are concerned with your overall class grade or other issues in the course, please feel free to make an appointment or stop by my office. I want to help you learn and succeed in this course.

ASSIGNMENTS

- All assignments must be typed and submitted on Canvas before the start of class.
- Please note that standard APA font and margins are expected of one inch and 12-point font (Times New Roman). All papers should be double-spaced.
- All assignments are due on the day and time as specified. Please submit online. Late assignments will not be accepted unless previously discussed with the teacher.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. If the assignment is turned in after the time it is due, there will be an automatic 50% reduction in points. This extends throughout the semester until the week before “finals.” Incompletes will only be assigned in extremely unusual circumstances.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

ASSIGNMENT DESCRIPTIONS:

TUESDAY NOTES (8 @ 3pts each = 24 pts.)

Description: Most Tuesdays, the professor will lecture on a specific PR career field.

Requirements:

- Must be present in-class to receive credit
- Must upload notes to Canvas by midnight of that same Tuesday for full credit

Style Standard: N/A

IN-THE-NEWS ANALYSES (8@ 3pts each =24 pts.)

Description: Find one (1) current event that is public relations related.

Requirements:

- Summarize story (don't copy & paste)
- Provide sources

- Explain how is “P.R.” related
- Think through P.R. implications for those involved (including publics)
- Give a long-term prediction for the situation
- Give your own opinion about how it should be handled based off of what we’re learning in class.

Style Standard: N/A

IN-CLASS CASE STUDIES (8@ 3pts each = 24 pts.)

Description: Each Thursday, the professor will assign specific case studies to be analyzed and discussed in-class.

Requirements:

- Must be present in-class to receive credit
- Must describe case to the class and recommend actions
- Must respond to other students’ cases

Style Standard: N/A

SELF-BRAND ASSIGNMENT (20 pts.)

Description: Each student will create a brief (5-10 minute) presentation of their “brand” to share with the class.

Style Standard: N/A We’ll talk about specifics when we get closer

FAVORITE PUBLIC FIGURE/BRAND ANALYSIS (5 pts.)

Description: Each student will create a brief (5 minute) analysis of the PR of their favorite public figure or brand to present to the class.

Style Standard: N/A We’ll talk about specifics when we get closer

REAL CLIENT PR CAMPAIGN PLAN (12pts.)

Description: Design a PR Plan for an organization or individual client that you would actually like to work for.

Style Standard: N/A We’ll talk about specifics when we get closer

PORTFOLIO BUILDING: MEDIA ALERT (5 pts.)

Description: Each student will create a media alert to feature on their (final project) website.

Style Standard: N/A We’ll talk about specifics when we get closer

PORTFOLIO BUILDING: PRESS RELEASE (5 pts.)

Description: Each student will create a press release to feature on their (final project) website.

Style Standard: N/A We’ll talk about specifics when we get closer

PORTFOLIO BUILDING: CASE STUDY (3 pts.)

Description: Each student will create a “case study” to feature on their (final project) website.

Style Standard: N/A We’ll talk about specifics when we get closer.

BRANDED PORTFOLIO WEBSITE & PRESENTATION “FINAL” (50 pts.)

Description: Using the PR portfolio Materials that you have created throughout the semester, you now have content to put on your website! This is more than just a “LinkedIn” page. You can self-brand, add content employers might otherwise not see, and demonstrate potential content you could produce if given the chance.

Style Standard: N/A We’ll talk about specifics when we get closer

PLNU POLICY

PLNU Mission: To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one’s own when in reality they are the results of another person’s creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

If you have a diagnosed disability, please contact PLNU’s Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See [Disability Resource Center](#) for additional information.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Undergraduate Academic Catalog.

COURSE CALENDAR

Date	Discussion/ Activity	Due This Day	Assigned For Next Class
Tuesday 1/18	Class Intro: New class set-up explained. Watch the video & respond to the assignment due Thursday.		Creating A New Course Structure Together
Thursday 1/20	Syllabus & assignment explanation First PR Discussion		
Tuesday 1/25	Self-Brand Assignment Explanation & Branding Lecture		Self-Brand Assignment
Thursday 1/27	Self-Brand Show & Tell	Self-Brand Assignment	
Tuesday 2/1	Media Relations “How to” write a media alert (& put together a media kit) Notes due on Canvas before 11:59pm	Notes #1 by 12	PR in-the-news #1 Media Alert
Thursday 2/3	PR in-the-news Discussion Case Study & Discussion Media Alert show & tell & discussion	PR in-the-news #1 Media Alert	
Tuesday 2/8	Sports PR (NFL, Agent, Team, etc.) How to” hold a write a press release Notes due on Canvas before 11:59pm	Notes #2 by 12	PR in-the-news #2 Press Release
Thursday 2/10	PR in-the-news Discussion Case Study & Discussion Press Release show & tell	PR in-the-news #2	
Tuesday 2/15	Entertainment PR “How to” hold a press conference Notes due on Canvas before 11:59pm	Notes #3 by 12	PR in-the-news #3

Thursday 2/17	PR in-the-news Discussion Case Study & Discussion Press Conference Viewing**	PR in-the-news #3	
Tuesday 2/22	Hospitality and “Leisure” Notes due on Canvas before 11:59pm	Notes #4 by 12	PR in-the-news #4
Thursday 2/24	PR in-the-news Discussion Case Study & Discussion	PR in-the-news #4	
Tuesday 3/1	Non-Profit PR & Activism Notes due on Canvas before 11:59pm	Notes #5 by 12	PR in-the-news #5
Thursday 3/3	PR in-the-news Discussion Case Study & Discussion	PR in-the-news #5	
Tuesday 3/8	SPRING BREAK: NO CLASS		
Thursday 3/10	SPRING BREAK NO CLASS		
Tuesday 3/15	Crisis PR Notes due on Canvas before 11:59pm	Notes #6 by 12	PR in-the-news #6
Thursday 3/17	PR in-the-news Discussion Case Study & Discussion	PR in-the-news #6	
Tuesday 3/22	Tourism & hospitality PR Notes due on Canvas before 11:59pm	Notes #7 by 12	PR in-the-news #7
Thursday 3/24	PR in-the-news Discussion Case Study & Discussion	PR in-the-news #7	
Tuesday 3/29	Community Relations Notes due on Canvas before 11:59pm	Notes #8 by 12	PR in-the-news #8
Thursday 3/31	PR in-the-news Discussion Case Study & Discussion	PR in-the-news #8	
Tuesday 4/5	PR CAMPAIGN ASSIGNMENT & HOW TO		PR Campaign
Thursday 4/7	PR CAMPAGIN WORKSHOP		PR Campaign
Tuesday 4/12	EASTER BREAK: NO CLASS		
Thursday 4/14	EASTER BREAK: NO CLASS		
Tuesday 4/19	PR CAMPAIGN show & tell and “How to” write a case study		Case Study

Thursday 4/21	Case Study Show & Tell and Favorite Public Figure/Organization Analysis Assignment explained		Public Figure/Organi zation Analysis Assignment
Tuesday 4/26	Favorite Public Figure/Organization Analysis Show & Tell		
Thursday 4/28	WEBSITE WORKSHOP		Final Website
Tuesday 5/3	“Final” website reveal	Final Website	
Thursday 5/5			