



Communications Department
COM 405
Public Relations Cases & Campaigns
3 Units

SPRING, 2017

Meeting days: Tuesday/Thursday	Instructor title and name: Karen Gross
Meeting times: 8:00 a.m.	Phone: 619-985-7800
Meeting location: C-104	E-mail: KHutchen@pointloma.edu
Additional info:	Office location and hours: by appointment
Final Exam: T 5/2 7:30 – 10am	Additional info:

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 becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

This course will provide you with practical, hands on knowledge of planning, implementing and evaluating a public relations campaign. You will learn how to apply public relations planning, research and program evaluation practices that help ensure success and demonstrate accountability.

We will discuss various methods of strategic public relations planning and research techniques, which help practitioners to determine measurable results of public relations programs for benefit of the organizations they serve.

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.

You will learn best practices through review and analysis of relevant case studies. We will also discuss evaluation, lessons learned, and how to improve outcomes through strategic planning.

Students will develop a public relations plan for an established organization and present the plan to the class and organization.

COURSE LEARNING OUTCOMES

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

- Apply primary and secondary research findings to design a public relations campaign for a non-profit organization.

- Understand the steps in the development of a public relations campaign.
- Understand the various practice areas within the public relations profession.

- Demonstrate an ability to critically examine and resolve public relations problems by analyzing case studies.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Strategic Public Relations Management, Erica Weintraub Austin & Bruce E. Pinkerton
©2015

Cases in Public Relations Management, Patricia Swann, ©2014

Course Format and Expectations

Over the semester, we will study several relevant case studies in the public relations profession. We will also learn strategic public relations campaign planning and evaluation. In class discussion and exercises will draw on readings from the textbooks, case studies, and current events and require students to apply the knowledge learned in the readings to various activities and group work. Every week we will have roundtable discussions on current events of the week and quizzes on class materials. Therefore, it is crucial that students complete all assigned readings before class.

Assignments:

All assignments must be typed and submitted on Canvas by 10 pm the day before class. Please note that standard font and margins are expected of one inch and 12 point font (Times New Roman). All papers should be double-spaced. **There should be no grammatical errors or misspelled words in your assignments. Always proofread your assignments and have someone else proof them too.**

Hand written work from class must be completely legible or it will not be accepted.

All assignments are due on the day and time as specified. Please submit online. Late assignments will not be accepted.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

ASSESSMENT AND GRADING

Your final grade will be based on a combination of your campaign project and presentation, three media pitches, development of a press kit, three case study review, and two exams. Your grades will be based on a point system (listed below) that makes it easy for students to estimate their grade throughout the semester.

Campaign Plan	150 pts.	Grading Scale		
Campaign Plan Client Presentation	50 pts.	470-500	A	370-384 C
Campaign Components		450-469	A-	350-369 C-
Prospectus	10 pts.	435-449	B+	335-349 D+
Research Plan	50 pts.	420-434	B	320-334 D
Goals & Objectives	15 pts.	400-419	B-	300-319 D-
Case Study Reviews (10 @ 15 pts. each)	150 pts.	385-399	C+	0-299 F
In class quizzes/exams	75 pts.			
Total points possible: 500 pts.				

The two exams will cover the text, lectures, handouts, and online materials. The format of the examinations may consist of multiple choice, fill in, short answer and essay questions. No make-up exams will be given without prior approval.

ATTENDANCE AND PARTICIPATION

Attendance is a critical component of this course. Much of the learning comes from class discussion and material not covered in the textbooks. If you are absent from more than 10 percent of class meetings, the faculty member has the option of filing a written report, which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of W or WF consistent with university policy in the grading section of the catalog. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

Attendance in class means that you are fully attending to the course. Students who choose to browse the internet, engage in irrelevant and disruptive conversations, study for their next class exam, etc.... will be counted as absent for that day.

You must let me know the day you miss class due to illness for an assignment to be submitted late. Work submitted late because of illness is due the first day the student returns to class. Students will not be reminded that they need to submit assignments missed due to illness.

Students who will miss class because of a required university activity must submit any due assignments prior to the date missed.

In the event that you miss a session, you will be expected to get notes, handouts, and assignments from another student in the class. Most handouts will be posted online on Canvas. **Do NOT ask me for those materials.**

GENERAL COURSE REQUIREMENTS

Assignments must be uploaded to Canvas before the beginning of class on the date they are due. Late assignments will not be accepted and will receive zero points. Unless otherwise instructed, written assignments must be typed, double space. Grammar, sentence structure, format, and spelling will be included in the grading of all written work.

Students are expected to complete assigned readings by the dates they are due and to be prepared for interaction regarding those topics. Also, students must be prepared to discuss their project at weekly

agency meetings. Media pitch assignments, the press kit, and campaign books will be shared with clients and presented in class.

Exams must be taken when scheduled and only during the time provided for the exams.

It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may result in a grade of F on the official transcript.

Technology Policy

You must see me at the beginning of the semester for permission to use a computer to take notes in class. Students who use their computers for other purposes (e.g., email, Web browsing) will have their computer privileges revoked. Smart phones are only allowed during class for special instances as directed by the instructor. Do not use your phones for texting during class. Making audio or video recordings of class sessions are not allowed. Students may not mass distribute any course materials or content in any form (print or online) without permission of the instructor.

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 on Canvas.

ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, 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. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

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 ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the [Disability Resource Center](#) (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

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.

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.

OFFICE HOURS

Please call or email me to set an appointment.

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.

COPYRIGHT POLICY

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COURSE SCHEDULE AND ASSIGNMENTS*

Jan 12

Discussion Topic: Syllabus; Introduction to PR strategic public relations campaigns & case studies
Reading for class: Chapter 1 & 2 Cases in PR Management Text; Appendix G PRSA Code of Ethics
Assignment for class: Review and prepare for discussion pp. 19 – 21 – “What would you do?”

Jan 17

Discussion Topic: Corporate Social Responsibility
Reading for class: Chapter 3; Cases in PR Management
Assignment: Case Study Analysis: Pig Stalls Become Focal Point of Animal Rights Debate
Complete Questions 1-10, p. 64 OR Dig Deeper on p. 64

Jan 19

Discussion: Working with the media: Planning and working with the press

Jan 24

Discussion Topic: Media Relations
Reading for class: Chapter 4; Cases in PR Management
Assignment: Case Study Analysis: “Are you pouring on the pounds,” p. 101 - 123
Complete Questions 1 – 8, p. 123

January 26

Discussion Topic: Media Relations
Assignment: Case Study: p. 124, “Face Transplant Surgery Balances Privacy, Ethics & Publicity
Complete Questions” p. 132 1– 8

January 31

Discussion: Introduction to Crisis Management

February 2

Discussion Topic: Conflict/Crisis Management
Reading for class: Chapter 5, Cases in PR Management
In class case study discussion: “Pink Slime,” What is this stuff?

Feb. 7

Discussion Topic: Activism
Reading Assignment: Chapter 6
Assignment: Case study analysis: Break the Silence. Make the Call Complete questions 1-9

Feb 9

Topic: Consumer Relations
Reading: Chapter 7
Assignment: Case analysis: Sony Play Station; Complete Dig Deeper assignment on p. 347

Feb. 14

Discussion Topic: Entertainment & Leisure – Reputation Management
Reading: Chapter 8
Assignment: Case Study – Rush to Judgment; complete questions 1-8, p. 401

Feb 16

Discussion Topic: Community Relations

Assignment: Case study discussion: "It's the Real Thing..." Complete questions 2 - 9

Reading: Chapter 9

Feb. 21

Discussion Topic: Community Relations

Feb 23

Cultural Relations

Reading: Chapter 10

Assignment: Quran Burning case study, Complete questions 1- 10

Feb. 28

Discussion Topic: Financial PR and Investor Relations

Reading: Chapter 11

Case Study analysis in class

March 2

Discussion Topic: Campaign Plan Project Overview/Client Prospectus

Reading: Taking Stock, Chapter 2 Strategic PR

March 14

Discussion Topic: Elements of a Campaign

Assignment: Client prospectus

March 7 – 9 – Spring Break

March 16

Topic: Elements of a Campaign, Elements of a campaign: Strategy, Goals & Objectives

Reading: Chapter 3, Strategic PR

March 21

Topic: Elements of a Campaign, Stakeholder Audiences

Assignment: Strategy, Goals & Objectives

March 23

Topic: Determining Research Needs

Reading: Chapter 4, Strategic PR

March 28

Topic: Informal Research

Reading Chapter 7, Strategic PR

March 30

Focus Group Research

Reading: Chapter 8, Strategic PR

April 4

Assignment: Present research plans

April 6

Topic: Theory

Reading: Chapter 13

April 11

Topic: Effective Message Strategies

Reading: Chapter 14

April 13 Easter Recess

April 18

Topic: Strategic Planning

Reading: Chapter 15

Assignment: Stakeholder Audiences & Messages

April 20

Topic: Presenting Campaigns

Reading, Chapter 16

April 25

Campaign Evaluation

Reading Appendix C

April 27

Rough draft meetings

May 2

Presentations

NOTE: Be sure your vacation travel plans accommodate your final exam schedule.

