



Department of Communication & Theater
COM 405: PR Cases & Campaigns
3 Units

SPRING 2019

Meeting days: Tuesday/Thursday	Instructor title and name: Sarah Witmer
Meeting times: 8:00– 9:15 am	Phone: N/A
Meeting location: LBST 208	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.

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 also discuss evaluation, lessons learned, and how to improve outcomes through strategic planning.

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:

Guth, D. W., & Marsh, C. (2017). *Public relations: A values-driven approach* (6th ed.). Boston: Allyn & Bacon. ***NOTE: this is available in ebook or used***

COURSE FORMAT:

This class is developed for advanced students in public relations who have completed COM 390, Introduction to Public Relations or other relevant PR course or work experience.

ASSIGNMENT DESCRIPTIONS:

CHAPTER REFLECTIONS (11 @ 5pts each = 55 pts.)

Description: After each chapter lecture, the professor will assign specific questions to help you reflect on the material you learned in class. Based on these questions, you will type up a one-page reflection, to be uploaded and submitted on Canvas before the following class session.

Requirements:

- Each question answered
- Self-reflection included
- One page
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Style Standard: APA, Times New Roman 12 pt. font, double-spaced. Students must submit the notes on Canvas well in advance to its due time, in case of any Internet or website glitches. The student is responsible for taking the quiz with plenty of time to contact the Library Helpdesk in case of any issues.

CHAPTER CASE STUDIES (11 @ 5pts each = 55 pts.)

Description: After each chapter lecture, 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

FINAL SEMESTER REFLECTIONS (25 pts.)

Description: Students will take this opportunity to reflect on what they have learned throughout the semester.

Requirements:

- Each chapter covered
- Self-reflection included
- Five pages

Style Standard: APA, Times New Roman 12 pt. font, double-spaced. Students must submit the notes on Canvas well in advance to its due time, in case of any Internet or website glitches. The student is responsible for taking the quiz with plenty of time to contact the Library Helpdesk in case of any issues.

PERSONAL BRAND (25 pts.)

Description: Students will create and present their “personal brand” to the classroom. More information will be provided in person.

CAREER PRESENTATIONS (100 pts.)

Description: Students will receive a list of potential PR careers. Each may choose the career they are most interested in/ most likely to pursue. The idea of this project is to take a deep dive into this specific job field and present your finding to the class. More details will be explained in person.

Style Standard: Non-Applicable.

PARTICIPATION (15 pts.)

This is a hands-on, student-centered course. Therefore, you will be graded on your participation. Those who are energetic, contributory, and consistent with attendance will receive a high participation grade. As contribution to and involvement with the class goes down, will the grade. Contributions to our roundtable discussions, guest speaker Q & A sessions, and group projects will be considered when calculating the participation grade.

ASSESSMENT AND GRADING

Assignment Name	Points Possible	Your Score
Branding Presentation	25 pts.	
Chapter Reflections (11@5pts each)	55 pts.	
Classroom case studies (11 @5 pts each)	55 pts.	
Career Presentation	100 pts.	
“How-To” Exercises (5 @ 5 pts each)	25 pts.	
Final Semester Reflections	25 pts.	
Class Participation	15 pts.	
Total Points	300 pts.	

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 2 weeks 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.
- 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 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. 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.

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 1/8	NO CLASS: Tuesday as a Monday Schedule		
Thursday 1/10	Class Intro: Syllabus & “Personal Brand” Assignment Explained		“Personal Brand” Presentation
Tuesday 1/15	“Personal Brand” Presentations & Discussion	“Personal Brand” Presentations	
Thursday 1/17	PR Career Presentation Assignment Explained		
Tuesday 1/22	Chapter 1: A Brief Introduction to Public Relations & Case Discussion Example		Chapter One Reflection
Thursday 1/24	Ch. 2 Reflection Due Examples & Discussion	Chapter One Reflection	
Tuesday 1/29	Chapter 2: Ethics and the Law & Case Discussion		Chapter Two Reflection
Thursday 1/31	Ch. 2 Reflection Due Examples & Discussion	Chapter Two Reflection	
Tuesday 2/5	Chapter 3: Corporate Social Responsibility & Case Discussion		Chapter Three Reflection
Thursday 2/7	Ch. 3 Reflection Due Examples & Discussion	Chapter Three Reflection	

Tuesday 2/12	Chapter 4: Media Relations & Case Discussion		Chapter Four Reflection
Thursday 2/14	Ch. 4 Reflection Due Examples & Discussion	Chapter Four Reflection	
Tuesday 2/19	Chapter 5: Conflict Management & Case Discussion		Chapter Five Reflection
Thursday 2/21	Ch. 5 Reflection Due Examples & Discussion	Chapter Five Reflection	
Tuesday 2/26	Chapter 6: Activism & Case Discussion		Chapter Six Reflection
Thursday 2/28	Ch. 6 Reflection Due Examples & Discussion	Chapter Six Reflection	
Tuesday 3/5	NO CLASS: SPRING BREAK		
Thursday 3/7	NO CLASS: SPRING BREAK		
Tuesday 3/12	Chapter 7: Consumer Relations & Case Discussion		Chapter Seven Reflection
Thursday 3/14	Ch. 7 Reflection Due Examples & Discussion	Chapter Seven Reflection	
Tuesday 3/19	Chapter 8: Entertainment and Leisure & Case Discussion		Chapter Eight Reflection
Thursday 3/21	Ch. 8 Reflection Due Examples & Discussion	Chapter Eight Reflection	
Tuesday 3/26	Chapter 9: Community Relations & Case Discussion		Chapter Nine Reflection
Thursday 3/28	Ch. 9 Reflection Due Examples & Discussion	Chapter Nine Reflection	
Tuesday 4/2	Chapter 10: Cultural and Other & Case Discussion Considerations		Chapter Ten Reflection
Thursday 4/4	Ch. 10 Reflection Due Examples & Discussion	Chapter Ten Reflection	
Tuesday 4/9	Chapter 11: Financial Communications and Investor Relations & Case Discussion		Chapter Eleven Reflection

Thursday 4/11	Ch. 11 Reflection Due Examples & Discussion	Chapter Eleven Reflection	
Tuesday 4/16	NO CLASS: EASTER BREAK		Semester Reflection
Thursday 4/18	NO CLASS: EASTER BREAK		Semester Reflection
Tuesday 4/23	NO CLASS: EASTER BREAK		Semester Reflection
Thursday 4/25	Career Presentations Workshop & Semester Reflections Due	Final Semester Reflection Due	Career Presentations
Tuesday 4/30	Finals Week: See LSCC Finals Schedule Performance Final: CAREER PRESENTATIONS	Career Presentations	Career Presentations
Thursday 5/2	Finals Week: See LSCC Finals Schedule Performance Final: CAREER PRESENTATIONS	Career Presentations	