



**SPRING, 2018**

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

**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**

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**

By the end of this course you will:

- 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.

## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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**Strategic Public Relations Management**, Erica Weintraub Austin & Bruce E. Pinkerton ©2015; **Cases in Public Relations Management**, Patricia Swann, ©2014

### **Course Format and Expectations**

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. The course will be divided into two parts: In first half of the semester, we will study ten PR case studies. In the second half of the semester we will learn the importance of and how to develop/execute a strategic PR campaign planning and evaluation. Students will also learn how to respond to a RFP (request for proposal) and develop a comprehensive campaign. Each student will present their proposed PR plan and budget to the proposed client.

We will work both individually and in groups to develop strategies and tactics for a public relations campaign for an existing organization. Representatives of this organization will attend our class to provide a briefing on the organization and its challenges. At the end of the semester, you will complete and present a public relations plan for this organization. The organization will attend your presentation and a panel of experts will evaluate each presentation.

### **ASSIGNMENTS**

All assignments are due on the day and time as specified this syllabus. Please submit on Canvas. 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. Points will be deducted for late assignments.**

### **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**

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Your final grade will be based on a combination of the following:

- Quality of class participation. (20%)
- Quality of ten case study analyses (20%)
- Draft PR components (10%)
- Mid-term exam (20%)
- Final PR plan, budget & timeline (30%)

The mid-term exam will cover the text, lectures, handouts, and online materials. The format of the exam 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**

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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 % 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 %, 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.

### **Class Assignment Reading:**

Please read the assigned materials in *advance of each class* and be prepared to actively participate in content discussion. Your quality of participation in class discussions will be 20% of your grade.

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.

## **GENERAL COURSE REQUIREMENTS**

Assignments must be uploaded to Canvas before the beginning of class on the date they are due. Late assignments will receive a 15% grade penalty. 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.

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.

## **INCOMPLETES AND LATE ASSIGNMENTS**

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All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted on Canvas.

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## **ACADEMIC HONESTY**

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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**

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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**

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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**

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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**

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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**

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Please call or email me to set an appointment.

## **FINAL EXAMINATION POLICY**

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Successful completion of this class requires making your plan presentation **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\***

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### **Thursday, Jan 11**

Discussion Topic: class overview. Preparing for case study, discussion about the public relations plan project.

### **Tuesday, Jan 16**

Reading assignment for class discussion: Chapter 1 in Cases in Public Relations Management  
Assignment for discussion: See questions posted on Canvas

### **Thursday, January 18**

Reading assignment for class: Chapter 2; Cases in PR Management  
Assignment for class: Review and prepare for discussion of case study: When is a reporter not a reporter?

### **Tuesday, January 23**

Reading assignment for class: Chapter 3 Cases in PR Management – Corporate Social Responsibility  
Assignment: Case Study Analysis: Pig Stalls Become Focal Point of Animal Rights Debate

### **Thursday, Jan 25**

Reading assignment for class: Chapter 4; Cases in PR Management, Media Relations  
Assignment: Case Study Analysis: “Are you pouring on the pounds,” p. 101 - 123

### **Tuesday, January 30**

Reading assignment for class: Chapter 5, Cases in PR Management, Conflict Management  
Assignment: Case Study Analysis: “Pink Slime,” What is this stuff?

### **Thursday, Feb. 1**

Reading assignment for class: Chapter 6, Activism  
Reading Assignment: Chapter 6  
Assignment: Case study analysis: Break the Silence. Make the Call

\*\*Bring to class an example of a recent high profile public relations case study for discussion.

### **Tuesday, February 6**

Class Choice: Case Study Discussion

**Thursday, Feb. 8**

Discussion Topic: Consumer Relations

Reading: Chapter 7

Assignment: Case analysis: Case study presentation

**Tuesday, February 13**

Reading assignment for class: Chapter 8

Case Study – What’s the price of Regal Reputation?

**Thursday, February 15**

Reading Assignment, Cases in Case Management, Chapter 9 Community Relations

Assignment: Case Study: It’s the Real Thing: Protest at the Jewish Museum

**Tuesday, February 20**

Reading for class: Chapter 10 – Cultural and Other Considerations

Assignment: Case Study: Quran Burning – Cultural Sensitivity

**Thursday, February 22**

**TBD**

**Tuesday, February 27**

Midterm Prep

**Thursday March 1**

**Mid Term Exam**

**March 5 – March 9 – Spring Break!**

**Tuesday, March 13**

Discussion Topic: Campaign Plan Project Overview/Client Background; Read and be prepared to discuss material uploaded on Canvas.

**Thursday, March 15**

Reading: Chapter 1 & 2, Strategic PR

Discussion Topic: Speaker TBD

**Tuesday, March 20**

Topic: Elements of a Campaign, Stakeholder Audiences

Assignment: Read Chapter 2

**Thursday, March 22**

Discussion topic: Determining Research Needs

Reading: Chapter 4, Strategic PR

Assignment: Campaign goals & objectives; stakeholder audiences

**Tuesday, March 27**

Discussion topic: Informal Research

Reading Chapter 7, Strategic PR

**Easter Recess March 29 – April 2**

**Tuesday, April 3**

Focus Group Research (Group Project)

**Thursday, April 5**

Topic: Theory

Reading: Chapter 13 (Group Project)

**April 11**

Topic: Effective Message Strategies

Reading: Chapter 14

**April 13**

Assignment: Message Strategies

**April 18**

Topic: Strategic Planning

Reading: Chapter 15

**April 20**

Topic: Presenting Campaigns

(Example tbd)

Reading, Chapter 16

**April 25**

Rough Draft Meetings

**April 27**

**Last class**

**May 2**

Presentations

