



Department of Communication & Theater
 COM 4005: PR Cases & Campaigns
 3 Units

SPRING 2020

Meeting days: Tuesday/Thursday	Instructor title and 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:

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:

There are only five students in this section this semester. *Five!* 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

	Points Possible	Your Score
In-the-news (11 @3 pts each)	33 pts.	
Chapter Reflections (11@3pts each)	33 pts.	
Classroom case studies (11 @3 pts each)	33pts.	
Textbook Presentation	50 pts.	
Presentation Notes (4@3pts each)	12 pts.	
Final Semester Reflection	50 pts.	
Class Participation	13 pts.	
Total Points	225 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 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. 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:

IN-THE-NEWS ANALYSES (11 @ 3pts each =33 pts.)

Description: Find three (3) current events that are public relations related.

Requirements:

- Summarize each (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 each situation

Style Standard: N/A

CHAPTER NOTES REFLECTIONS (11 @ 3pts each = 33 pts.)

Description: After each chapter lecture, the professor will provide questions for the students to reflect on in class. Collect each of these reflections to turn in along with your Meta-Reflection due at the end of the semester.

Requirements:

Fully answer questions according to the lecture material.

Style Standard: N/A

P.R. RESEARCH (11 @ 3pts each = 33 pts.)

Description: Each Tuesday, Professor Witmer will assign you a corporation,

organization, or person to research. Submit your research findings to Canvas before class on Thursday.

Requirements:

- Summarize the main points (don't copy & paste)
- Provide sources
Think through P.R. implications and analyze how the corporation, organization, or person is doing.

Style Standard: N/A

IN-CLASS CASE STUDIES (11 @ 3pts each = 33 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

TEXTBOOK CHAPTER PRESENTATIONS (50 pts.)

Description: Students will be assigned to 5 chapters from the course textbook. They will present these to the class via PowerPoint toward the end of the semester

Requirements:

- Each chapter covered
- Visuals
- 30-45 minutes
- Q & A session following the presentation

Style Standard: Non-Applicable.

FINAL SEMESTER REFLECTIONS (50 pts.)

Description: Students will take this opportunity to reflect on what they have learned throughout the semester. Using the in-class reflections, students will conduct a meta-analysis of how their understanding of P.R. has grown through the semester.

Requirements:

- Each chapter covered
- Self-reflection included
- 5-7 pages

- Attach each “reflection” from the 11 lectures

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.

PARTICIPATION (11 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.

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 1/14	NO CLASS: Tuesday as a Monday Schedule		
Thursday 1/16 #1	Class Intro: Syllabus & “Textbook Presentation” Assignment Explained First “in-the-news” assigned		3 in-the-news
Tuesday 1/21 #2	Chapter 1: A Brief Introduction to Public Relations & Case Discussion Example First P.R. Research Assigned	3 in-the-news	PR Research
Thursday 1/23 #3	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 1/28 #4	Chapter 2: Ethics and the Law & Case Discussion	3 in-the-news	PR Research
Thursday 1/30 #5	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 2/4 #6	Chapter 3: Corporate Social Responsibility & Case Discussion	3 in-the-news	PR Research
Thursday 2/6 #7	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 2/11	Chapter 4: Media Relations & Case Discussion	3 in-the-news	PR Research

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Thursday 2/13 #9	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 2/18 #10	Chapter 5: Conflict Management & Case Discussion	3 in-the-news	PR Research
Thursday 2/20 #11	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 2/25 #12	Chapter 6: Activism & Case Discussion	3 in-the-news	PR Research
Thursday 2/27 #13	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 3/3 #14	Chapter 7: Consumer Relations & Case Discussion	3 in-the-news	PR Research
Thursday 3/5 #15	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 3/10	NO CLASS: SPRING BREAK		
Thursday 3/12	NO CLASS: SPRING BREAK		
Tuesday 3/17 #16	Chapter 8: Entertainment and Leisure & Case Discussion	3 in-the-news	PR Research
Thursday 3/19 #17	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 3/24 #18	Chapter 9: Community Relations & Case Discussion	3 in-the-news	PR Research
Thursday 3/26 #19	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news
Tuesday 3/31 #20	Chapter 10: Cultural and Other & Case Discussion Considerations	3 in-the-news	PR Research
Thursday 4/2 #21	P.R. Research Due Examples & Discussion	PR Research	3 in-the-news

Tuesday 4/7 #22	Chapter 11: Financial Communications and Investor Relations & Case Discussion Final Meta Reflection Assigned	3 in-the-news	Textbook Presentations
Thursday 4/9	EASTER BREAK NO CLASS		
Tuesday 4/14 #23	STUDENT 1: Intro., Ch. 1, 2, 3, & 4	Textbook Presentation	Textbook Presentation
Thursday 4/16 #24	STUDENT 2: Ch. 5, 6, 7, 8, 9	Textbook Presentation	Textbook Presentation
Tuesday 4/21 #25	STUDENT 3: Ch. 10, 11, 12, 13 & 14	Textbook Presentation	Textbook Presentation
Thursday 4/23 #26	STUDENT 4: Ch. 15, 16, 17, 18, & 19	Textbook Presentation	Textbook Presentation
Thursday 4/28 #27	STUDENT 5: Ch. 20, 21, 22, 23, & 24	Textbook Presentation	Textbook Presentation
Tuesday 4/30 #28	Final Semester Reflection: WORKSHOP	Final Semester Reflection Draft	Final Semester Reflection
Thursday 5/5	Finals Week: See Finals Schedule FINAL SEMESTER META-REFLECTION DUE	Final Semester Reflection Due	