

Syllabus for
PRP 428—Public Relations Case Studies
3 Credit Hours
Fall 2017

I. COURSE DESCRIPTION

Models situations that organizations, managers, and public relations practitioners routinely face. Students perform as public relations practitioners in various case studies.
Prerequisite: PRP 225.

II. COURSE GOALS

- A. The purpose of this course is to provide future public relations practitioners assisted agility in the principles and application of effective two-way communications in a wide variety of situations likely to confront them and their employers.
- B. The course will also serve to familiarize students with a broad range of public relations practice areas, available internships and post-graduation opportunities available to them.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Terminal Objectives

As a result of successfully completing this course, the student will be able to do the following:

- A. Identify the techniques, strategies, structures, and tactics; and mediate solutions to establish public relations policies, goals, and activities.
- B. Discuss public relations management capabilities in both internal and external aspects of leading staff and counseling others in an organization.
- C. Summarize various contemporary and enduring issues that evolve out of the interactions of individuals and the mass media as they relate to public relations case practice.
- D. Identify resources and methods needed to guide students toward understanding of mutually favorable behavior from both an organization and its publics.
- E. Discuss the responsibilities in the area of communication and the participative activities to persuade, rather than coerce, and to consider the ethical and legal implications and consequences.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials

Textbooks

"Public Relations Strategies and Tactics" by Wilcox, Cameron and Reber, 11th Edition,
ISBN-13: 978-0205960644

On the reserve desk for student use:

Swann, P. (2014). *Cases in Public Relations Management: The Rise of Social Media and*

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding the Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' major.
 - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Department Policies and Procedures

1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade

for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.

2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
 - a. Inform the professor before the event.
 - b. Arrange to complete missed work within one week.
 - c. Not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
 - d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.
4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.
5. **Literacy**—The Communication, Arts & Media Department does not accept for credit any written assignment that contains more than an average of three grammatical and/or typographical errors per page.
6. **Whole Person Assessment**— Whole Person Assessment—Refer to the Communication, Arts, and Media WPA handbook for policies at <http://oru.edu> by clicking on Current Students, > Resources, then Whole Person Assessment (via pop up window). Use the Handbooks link on the left and then Communication, Arts, and Media WPA Handbook. The direct link:
http://www.oru.edu/current_students/my_academics/resources/whole_person_assessment/documents/comm_arts.pdf

C. Course Policies and Procedures

1. **Evaluation Procedures**

There are multiple in-class and assigned case assignments over the course of the semester with varying points. Grades are based upon understanding of course content, measured by results of case study presentations, quizzes, assignments and participation completed on the due date. Late work or quizzes may be turned in up to three days late dropping one letter grade for each day late.
2. **Whole Person Assessment Requirements:** None. Students are encouraged to upload assignments into their professional portfolios.
3. **Other Policies and/or Procedures**
 - a. In the case studies and problems that make up the balance of this course, it is not

- expected that all students will agree on the controversial issues posed.
Disagreement does not mean that one is right and the other wrong.
- b. Students will favor a wide variety of solutions to the cases and to the job-related problems derived from actual situations. Differing views and an appreciation for diversity enhances professional competency.
 - c. The measure of true professionalism can often be taken in terms of objectivity, as expressed in empathy toward the views of others and in the ability to set aside personal bias.
 - d. Finally, cases are presented in narrative form rather than outline because this most approximates the way information is received when working on a case.

VI. COURSE CALENDAR

Week 1	Lecture Topic:	An Introduction Public Relations
	Reading:	Chapter 1
	Assignment:	Chapter quiz
	Activity:	Hold discussion in case activity, Tom Jones Beef Jerky
	Assignment:	Conduct a professional interview with a PR representative
Week 2	Lecture Topic:	Public Relations Departments & Firms
	Reading:	Chapter 4
	Assignment:	Chapter quiz
	Activity:	Hold discussion on case study, two jobs offers: in house or firm
Week 3	Lecture Topic:	Ethics & Professionalism
Week 4	Reading:	Chapter 3
	Assignment:	Chapter quiz
	Activity:	Hold discussion in case activity: Amazon postings, Twitter
	Assignment:	ghost writer, luxury hotel Karen Ryan debate
Week 5	Lecture Topic:	Corporations
Week 6	Topics:	Employee relations, media relations, Financial
Week 7		Communications & Investor Relations
	Readings:	Chapter 17
	Assignment:	Chapter quiz
	Activity:	Hold discussion on case study, GlobalTek Wellness Challenge
	Assignment:	Lessons from United debate
Week 8	Lecture Topic:	Global Public Relations
	Reading:	Chapters 20
	Assignment:	Chapter quiz
	Activity:	Hold discussion on case study, Turkey
	Assignment:	Hong King Disney debate
Week 9	Lecture Topic:	Entertainment, Sports & Tourism,
	Topics	Community Relations
	Reading:	Chapter 18
	Assignment:	Chapter quiz

	Activity:	Hold discussion on case study, Cascades Resort
	Assignment:	Tiger Woods debate
Week 10	Lecture Topic:	Nonprofit, Health & Education
	Reading:	Chapter 21
	Assignment:	Chapter quiz
	Activity:	Hold discussion on case study, Goodwill
Week 11	Lecture Topic:	Conflict Management
	Reading:	Chapter 10
	Assignment:	Chapter quiz
	Activity:	Hold discussion on Blue Bell crisis/guest speaker
Week 12	Break	Fall Break, October 11-19
Week 13	Lecture Topic:	Politics & Government
Week 14	Reading:	Chapter 19
	Assignment:	Chapter quiz
	Activity:	Hold discussion on case study, CDC
Week 15	Lecture Topic:	Corporate Social Responsibility
Week 16	Reading:	Chapter 19
	Assignment:	Gestation crates debate
	Activity:	Presentation of professional portfolio

Please note--It is always difficult to predict the future; what most predictions share in common is their failure. Creating a course calendar may have many variables. Students may expect calendar modifications if necessitated by unique class needs, unexpected events, weather, revival schedules, etc.

Course Inventory for ORU's Student Learning Outcomes

PRP 428—Public Relations Case Studies Fall 2017

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation			X	
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle			X	
3B	Physically disciplined lifestyle			X	
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences		X		
4D	Responsible citizenship	X			
4E	Leadership capacity	X			