

Communication 314: Public Relations Cases
Spring 2020
Course Syllabus

M.W.F. 1:40 ~ 2:30 PM
013 SOC

Instructor

Dr. Chris Yim

211 School of Communication

myim@luc.edu

Office Hours: M.W. F 2:40 ~ 4:30 PM

Course description

- a. Case-based instruction is not a typical lecture-style class. The spotlight is on you. Student-led discussion of cases and group activities of analyzing and applying case-specific solutions to create alternative scenarios are the central contents of this course.
- b. The cases cover a wide range of communication issues across the countries, including media relations, corporate social responsibility, activism, consumer relations, crisis communication, and global public relations.
- c. A vital component of the analysis is the application of theories and principles, not just your personal opinion. Students need to explain how they reached their evaluation of the actions and why they would recommend additional measures.

Course objectives

- a. To evaluate corporate efforts and make suggestions about what other actions they would recommend from the corporate manager's perspective.
- b. To have hands-on experiences formulating strategies and tactics to help resolve public relations issues and capitalize on the opportunities.
- c. To have a peer learning and experiential learning experiences by group works and case studies.

Prerequisite

COMM 210 Principles of Public Relations

Reference book and course material

No textbook is required, and all cases will be provided in Sakai resource section
Students will be expected to be regular readers of some or all of the following: PRWeek, the Holmes Report, IPR Research Letter, O'Dwyer's Daily, PR News, AdAge Daily, Adweek, and other selected trade and business publications and sites

Course Grading

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|--|------|
| a. Class attendance | 10 % |
| b. Team case presentation | 15 % |
| c. 3 Virtual group exercises | 15 % |
| d. Weekly case reading and forum posts and in-class discussion | 20 % |
| e. Quizzes (online open book test) | 20 % |
| f. Final term team presentation & individual paper
(50% for Team presentation & 50% for individual paper) | 20% |

Participants' role and must-know

- a. Participants need to attend the class on time: any unexcused late arrivals and absences will result in a lower participation grade. If you don't attend, you can't participate in class discussions. Please inform me in advance if you believe you have a legitimate reason for absence.
- b. Participants are expected to complete readings and assignments on time: any work turned in after the deadline will receive one letter grade reduction, even if by one day.
- c. Students are expected to be prepared for, attend, and actively engage with all class sessions. Please remember the in-class presentation, discussion, and group exercise account for 50 percent of a student's grade.
- d. It is the participants' responsibility to contact the instructor if s/he has questions on course content or assignment by in-person inquiry, email, or Q&A section on Saki. The response will be made within 24 hours.
- e. Participants should log into Sakai several times a week to check for updates and instructor feedback
- f. **No plagiarism and respect academic integrity: plagiarism will result in an automatic failure in this course. Further information, please refer to <http://www.luc.edu/soc/Policy.shtml>.**
- g. Special needs: please give me written notice in the first week of class about any medical or other conditions that may interfere with your performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>
- h. **Managing life crises and finding support**
Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – just email me or schedule a meeting with me during office hours. To learn more about the Office of the Dean of Students, please find their websites here: LUC.edu/dos or LUC.edu/csaa (Further information, please contact 773-508-8840/deanofstudents@luc.edu.)

Discussion and case preparation

- a. To make this an exciting learning environment, students must come prepared and have a thorough knowledge of the assigned cases. Know the characters' names, what happened, and in what order. With note-taking as you go along, be ready for each case for discussion.
- b. There are opportunities to do your research in a topic area or trace the case from its origins to its conclusion. Databases, such as the newspaper database LexisNexis, and organizational websites, are great resources for background material. Websites often include mission statements, archived news releases, annual reports, historical information, and more. Activist sites can offer different views and their evidence about specific issues and events.

Quizzes

- a. Quizzes are run in an online sync format on Feb. 28 and Mar. 31 from 1: 40 to 2: 30 PM
- b. Multiple choices, true or false type, and short essays are expected, and please refer to the course materials from lectures, assigned readings. No submission on time is given zero points.

Team exercise and presentation

Students will be divided into teams to work on a realistic public relations situation, problem, issue, or opportunity on different topics. Teams prepare PowerPoint presentations

on their findings of assigned cases in line with the course schedule. And please submit your introduction to the Sakai assignment section before the designated date of your presentation.

Final Term Paper

- a. The paper has a limit of 7 pages (max. including the appendix and reference) should be typed double spaced in 12-point font with 1-inch margins on all sides and the student's name on the top of the first page. Do not insert extra lines between paragraphs. Papers should be submitted on Sakai on the due date.
- b. Papers should be carefully proofread, and those with typos, factual errors, or errors in grammar, punctuation, or syntax will be graded down.
- c. Students are strongly advised to refer to a recent edition of the Associated Press Stylebook and Briefing on Media Law (2016 edition, ISBN 978-0-917360-63-3; print edition, online subscription, and mobile app are available for purchase through <https://www.apstylebook.com/>).
- d. To come up with a case study that students initiate for their portfolio management. Top final student papers will be applied for the 2021 Case Study Competition under the supervision of the professor.
 * The competition is organized by The Page Society in alliance with the Institute for Public Relations. Student authors of winning entries and faculty advisors are awarded cash prizes and recognized by the nation's leading corporate communications executives. For questions or details, please refer to https://page.org/study_competitions/2019-page-case-study-competition.

Course Schedule

◇ Selected cases will be subject to change due to the course schedule, yet fixed before Jan 24.

	Case presentation and discussion
Jan 13, 15, 17	Syllabus orientation
Jan. 20 (MLK / No Class) 22 24: <i>Virtual group exercise 1</i> (no class)	How to make a case study Public relations theory and scope of work
Jan. 27 Guest speaker 1 (Research) 29 31	Consumer Relations 1. Art Series Hotels: How research is leveraged Overstay Checkout 2. Human beans: Understanding the coffee consumer without asking a single Question 3. Gillette: Babyface, 2019
Feb 3 5 Debate game 1 7	Media relations 4. Are You Pouring on the Pounds? Debating the Link between Sugary Drinks and Obesity 5. Glad: Stronger stand against waste Two Employees with a Video Camera: Social Media and a Damaged Global Domino's Brand
Feb. 10 12 Debate game 2 14 <i>Virtual group exercise 2</i> (no class)	PR Ethics and the law 6. Walking the "Encryption Tightrope": Getting to the Core of Apple's Privacy and Security Battle with the FBI

Feb. 17 19 21	Global public relations Dolce Gabbana's Misstep in China 7. Some McDonald's: Full-heart support for Gaokao 8. Dove Dry Shampoo
Feb. 24 26 28 Online quiz 1 (online sync exam)	Corporate social responsibility (Purpose-driven PR) 9. Dove real beauty (Arthur W page)A purpose-driven brand in a crisis of sincerity National Safety Council: Prescribed To Death
Mar. 2 to 7 Mid-Semester Break- No Class	
Mar. 9. 11 13	Crisis management 10. Chipotle E. coli breakout in 2015 11. United Air Responding While the Record Button Is Always On Flying High and Low with United Airlines Corporate Culture and Stakeholder Empowerment (AW)
16 18 Guest Speaker 2 20	
Mar. 23 25 27 <i>Virtual Group Exercise 3 (no class)</i>	Activism 12. Starbucks #Race together (Arthur W page) 13. #FlushTarget (Arthur W page) Moms Demand Action: Groceries not Guns (WARC)
Mar. 30 (M) Online quiz 2 (online sync exam)	
Apr.1, 3 Guest Speaker 3	Digital media and PR
Apr. 6. Guest Speaker 4 8 (W)	Public Affairs 14. The United Nations: The People's Seat
Apr. 9(F) to 13 (M) Easter Holiday (No Class)	
Apr. 15 (W) ~17 (F)	One to one consultation week (in-person/zoom meeting) Proposal check and discussion on your case
Apr. 20 to 24	Final Group presentation Please submit your presentation material by Sakai due Apr.18
Apr. 30	Final Paper Submission due May 30 through Sakai

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