

Communication 314: Public Relations Cases
Fall 2020
Course Syllabus
Asynchronous online class

Instructor

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Virtual Office Hours: TU 2:30 ~ 5:00 PM by ZOOM

- ◊ A lecture video clip will be available every Tuesday, starting on Sept.1
- ◊ Each module is only valid for two weeks in line with the course schedule.
- ◊ Please watch the course lecture video clip and follow up assignments on time.
- ◊ The follow-ups include forum post, online quiz, group, or individual assignments.
- ◊ Please leverage zoom live meetings (30 mins) that aim to support your individual or group mission at 4:00 PM, Chicago, Central Time (CT) on Sept.1/ Oct.6 / Nov.3 / Nov.17.
- ◊ If any questions or things to discuss in person, please ask an individual zoom meeting during my virtual office hours at your convenience.

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 is the central content of this course.
- b. This course places you in the role of the organization's communication manager. It examines the variety of communication challenges organizations face. The cases cover a wide range of communication issues across the countries, including media relations, PR ethics, crisis communication, corporate social responsibility, and corporate activism.
- c. A vital component of the analysis is applying theories and principles, not just your personal opinion. Students need to explain how they reached their evaluation of the actions and recommend additional measures.

Student Learning Outcomes:

By the end of this course, you should be able to

- a. To accurately describe critical elements of organizational communication theory.
- b. To identify communication problems in specific organizational settings.
- c. To recognize and create solutions to organizational communication problems.
- d. To have hands-on experiences formulating strategies and tactics to help resolve public relations issues.
- e. To have a peer learning and experiential learning experiences by group works and case studies.

Prerequisite :

COMM 100 & 210 or Digital Media & Storytelling graduate students (DMST) or MS in Global Strategic Communication (GSC).

Reference book and course material :

- a. No textbook is required, and all cases are provided in Sakai resource section.
- b. Course materials involve the most recent award-winning case studies from The Page Society, Institute for Public Relations, Public Relations Society of America (PRSA), Ad Age, and PR Week along with journal articles from Public relations review and International Journal of Strategic Communications.
- c. Besides, 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

- a. Group Mission
 - Group case presentation video 20 %
 - Group exercise follow-up 15 %
 - Final project group research 10%
- b. Individual Mission
 - Weekly case reading and forum post 15 %
 - Quizzes (after online lecture video) 20 %
 - Final project individual paper 20 %

*Performance Evaluation and Grading

100-93% = A. 92-90% = A- 89-88% = B+ 87-83% = B 82-80% = B- 79-78% = C+
77-73% = C 72-70% = C- 69-68% = D+ 67-63% = D 62-60% = D- 59% \geq F

Participants' role and must-know

- a. Participants are expected to complete readings and assignments on time: late submission will receive one letter grade reduction, even if by one day.
- b. Students are expected to be prepared for group activities, including zoom discussions and group presentations on the assigned case, and actively engage with all class activities. Please remember the case presentation, forum discussion, and group exercise for 45 percent of a student's grade. *Freeride on other members' effort is subject to zero points.
- c. 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.
- d. Participants should log into Sakai several times a week to check for updates and instructor feedback.
- e. **No plagiarism and respect academic integrity:** plagiarism will result in an automatic failure in this course. Further information, please refer to
<https://www.luc.edu/cas/advising/academicintegritystatement/>
- f. **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>.
- g. **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)

Group exercise and case presentation

- a. Students will be divided into teams to work on a realistic public relations situation, problem, issue, or opportunity on different topics. Students as a team, prepare for PowerPoint presentations on their findings of your selected cases in line with the course schedule and upload their presentation video clip to the Sakai before the designated date (20%).
- b. As a follow-up, the rest of the students join the weekly online discussion regarding the case, which is counted as attendance and engagement activities (15 %). Your activities include initiating discussion questions and answering the questions raised by professors and other students on the Sakai forum section.
 - Those groups who win the highest numbers of comments from other students will be given the extra credit at the end of the semester.
 - Top three students who made the highest numbers of quality comments to the forum discussion will also be given the extra credit at the end of the semester.
- h. Evaluation rubric

Team dynamics and presentation performance 10%	<ul style="list-style-type: none">- Did they work well together?- Did they split responsibilities?- Were all views heard?- Were the strengths of individuals exploited?- Was there a clear leader?
Content quality 10%	<ul style="list-style-type: none">- Present the research's main points clearly and well adapted for an online lecture regarding the relevant module- Demonstrate the presentation's organization and sequence, observe the given format, contain all the required elements, including the citation of sources used, and have no grammatical or typographical errors that allow for effective communication.- Highlight strengths/weaknesses of corporate responses in practices and offer the critical learnings from your research

How to prepare for your case study research and presentation?

- a. 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.

- b. Please leverage Loyola library resources such as LexisNexis, WARC report, and Adforum.
- c. Please employ but not limited to Zoom recording or Panopto editing applications in the Sakai for your presentation recording and editing.
- d. The presentation video should be covered within 10 mins (max) with less than seven pages of PowerPoint slides. All team members need to evenly contribute to the whole process from ppt preparation, presentation to video creation.
- e. Presentation content includes as such: page 1 case background, page 2 key stakeholders (corporate character), page 3 event development, page 4 company responses, and public reaction, page 5 what's good or bad, page 6 your recommended alternative solution as a corporate manager, and page 7 discussion questions for the class.

Quizzes

- a. Online quizzes are run right after each video lecture by professor
- b. Multiple choices, true or false type and short essays are expected, and please refer to the course materials from lectures, assigned readings.
- c. No submission on time is given zero points.

Final Individual Paper

- a. The paper has a limit of 5 pages (not including references, endnotes, appendices, or figures/images) 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 APA Formatting and Writing Style. Please refer to
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html
- d. Top final student papers will be applied for the 2021 Case Study Competition under the professor's supervision.
 * 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/2020-student-case-study-competition

Course Schedule

*Schedule and cases can be subject to change and will be advised in advance

<i>Schedule</i>	<i>Case presentation and forum discussion</i>	<i>Assignment & Quiz</i>
	*Case presentation video to be completed and uploaded before class on the date shown	
Introduction August 24	Syllabus orientation How to make a case study	Syllabus quiz1

Zoom live September 1 (Tu) 4:00 PM self-introduction and group breakup		
Module 1. PR ethics September 8/15	1. 09/08 Walking the “Encryption Tightrope”: Getting to the Core of Apple’s Privacy and Security Battle with the FBI 2. 09/15 #Delete Uber	Quiz 2
Module 2. Media relations September 22 / 29	3. 09/22 Are You Pouring on the Pounds? Debating the Link between Sugary Drinks and Obesity 4. 09/29- Two Employees with a Video Camera: Social Media and a Damaged Global Domino’s Brand	Group exercise 1
Zoom live October 6 (Tu) 4:00 PM: Group mission feedback and inquiry follow-ups		
Module 3. Crisis management & communication October 6 / 13	5. 10/06 Chipotle E. coli outbreak in 2015 6. 10/13 Green Peace Detox Campaign	Group exercise 2. Holding statement Group exercise 3. Risk Assessment Quiz 3
Module 4. Corporate social responsibility Purpose-driven PR) October 20/27	7. 10/20 Dove real beauty A purpose-driven brand in a crisis of sincerity 8. 10/27-Ben & Jerry Why Black lives matter	Group exercise 4. CSR in COVID-19 and authenticity Quiz 4
Zoom live November 3 (Tu) 4:00 PM (Tu) - final project research guideline and Q&A		
Module 5. Activism November 3 / 10 Corporate & employee activism	Corporate Activism 9. 11/03 #FlushTarget (Arthur W page) Employee Activism 10. 11/10 Google #MeToo movement	Forum follow-up
Zoom live November 17 (Tu) 1:00 to 5:00 PM. Group consultation week Re. research & paper status check		
November 23 Thanksgiving break		
December 1 (Tu)	Please submit your final paper by Sakai in line with APA style guide	

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