

**Communications 314: Public Relations Cases**  
**Spring Semester 2014, M/W/F 1:40-2:30 PM**  
**Course Syllabus**

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*Office Hours:* Monday, Wednesday, Friday 3:00 - 4:00 PM or by appointment

***Required Text:***

- Hayes, Hendrix and Kumar, *Public Relations Cases*, 9th edition, Wadsworth/Cengage Learning, isbn: 978-1-111-34442-9
- Additional readings will be provided in class.

***Course Description:***

This course focuses on the problems, strategies, solutions and outcomes real organizations experience in shaping and managing their public image. Building on your knowledge of public relations, the tools used by practitioners and the view that public relations is a management function that creates and sustains relationships with key publics, this course will give you experience learning, analyzing and applying case-specific solutions. The cases cover a wide range of communication issues including: media relations, internal communications, community relations, public affairs, investor relations, consumer relations, crisis communications and communicating with special publics.

***Course objectives:***

1. To expose the student to the range of communications issues organizations may face.
2. To provide actual examples of public relations problems and how they were resolved.
3. To provide practical, hands-on experience solving public communications issues.

By the end of this course students will be familiar with a broad range of communications challenges and understand how public relations can impact an organization's image.

***Course Outline:***

Public Relations Cases is a course designed to expose the student to a range of real world successes (and some failures) and develop skills in assessing and developing effective communications solutions. The course includes these requirements and grade weightings:

***Class Participation: 10%***

The success of a case-based class depends on the active participation of all students. Discussion and debate are ways of assuring your understanding and adding valuable perspective. The

classroom setting gives you the opportunity to test your communications problem solving skills as well as hone your skills as a communicator.

Class participation includes taking part regularly in class discussions, volunteering solutions & ideas, and actively participating in group & individual in-class exercises. It is important to come to class prepared, having read the assigned readings & case materials and ready to discuss them. Be sure to speak up in class. Share your ideas, questions and point of view with the class. Let's have a dialog, not a lecture. Participation will account for 10% of your final grade.

### ***Written Assignments: 20%***

Assignments will vary and are designed to expose you to communications problem solving. Some assignments may be completed in class; others will be assigned as homework. If you are absent from class it is your responsibility to get the assignment from another student. Written assignments will be due the next class session unless otherwise indicated.

Please remember that in public relations you are often writing to a professional audience. Structure your writing style accordingly. Be concise. Content, quality, persuasiveness and neatness count. Use spell-check. Papers containing typos, errors in spelling, grammar and punctuation will be downgraded. Fact-check and proofread your work.

### ***Group Project: 30%***

For your group project you will develop a public relations plan to address a real client's communication needs. Details will be provided in class. Students will work in groups of two or three students. All students in the group will earn the same grade for the project.

### ***Tests: 40%***

There will be two tests: a midterm and a final. The midterm will test the student's knowledge of concepts and practices presented in class, the readings and assigned cases during the first half of the course. The test will likely include a case for you to analyze and solve. The midterm will count for 20% of the final grade.

The final exam will test the student's applied knowledge of concepts and practices presented over the rest of the course. It will also include analysis and recommendations for PR cases. The final will account for 20% of your final grade.

### ***Course Changes:***

The instructor reserves the right to make changes in the course schedule, assigned cases and materials to take advantage of new opportunities or timely issues. Regular attendance is your best assurance of keeping up with any changes that may occur.

***Attendance:***

The instructor does not recommend missing any class sessions as in-class exercises or homework assignments could be given in your absence. Making up the missed work may not be possible. If you have to miss a class, get assignments from another student and complete them by the due date. Absences on the day of a test or presentation will not be accepted. If you must be absent those days you must contact the instructor in advance. You will be required to present medical or other emergency/official documentation explaining your absence.

***Grading Scale***

A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	64-66
B-	80-82	F	below 64
C+	77-79		

***Deadlines:***

Public relations professionals always meet deadlines. Late assignments will not be accepted. Failure to turn in an assignment in class on the day it is due will result in a grade of “F” for that assignment. Penalties for missed deadlines are even more severe in the working world.

***Original Work:***

Originality is the hallmark of the public relations industry. Anyone caught plagiarizing in this class will receive a grade of “F” for the assignment. Be aware of the strong university sanctions against plagiarism. Consult the *School of Communication Statement on Academic Integrity* for more information (attached).

### *PR Cases Course Schedule*

Following is a working schedule. Changes may be made and announced in class.

<i>Week of:</i>	<i>Subjects, Readings &amp; Assignments</i>
Week 1, Jan. 13	Course introduction; review of syllabus, text and course. Introduction to the process. Reading: Chapter 1, 2
Week 2, Jan. 20	No class Jan. 20 ML King Jr. Day, PR Process, Media Relations Reading, Chapter 2, 3
Week 3, Jan. 27	Media Relations Reading: Chapter 3
Week 4, Feb. 3	Social Media Reading: Chapter 4
Week 5, Feb. 10	Internal Communications Reading: Chapter 5
Week 6, Feb. 17	Community Relations Reading: Chapter 6
Week 7, Feb. 24	<u>Midterm Feb. 26</u>
Week 8, Mar. 3	NO CLASSES SPRING BREAK
Week 9, Mar. 10	Public Affairs & Government Relations Reading: Chapter 7
Week 10, Mar. 17	Investor Relations & Financial Communications Reading: Chapter 8
Week 11, Mar. 24	Consumer Relations Reading: Chapter 9
Week 12, Mar. 31	International Public Relations Reading: Chapter 10
Week 13, April 7	Special Publics Reading: Chapter 11
Week 14, April 14	No class April 18 Easter Holiday Crisis Public Relations Reading: Chapter 12
Week 15, April 21	No class April 21 Easter Holiday IMC Reading: Chapter 13 <u>Project presentations due in class</u> Review for final.
Final Exam:	Mon. May 5, 1:00-3:00 PM

## **School of Communication Statement on Academic Integrity**

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of

personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source> .

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml).

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

*(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)*