

CAP 320: PR Management & Cases

Professor Tim Penning, PhD, APR

Fall 2016

Tues-Thurs 4-5:15 p.m.

LSH 225

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LSH 124, 331-3478

Office hours: Mon 12-2, Tues 1-3

This course has public relations students apply what they have learned in previous public relations courses to look at public relations from a management or consultant perspective. The case study approach to teaching is used to present a range of different types of public relations issues for discussion and analysis. Students will complete case studies individually and in teams, from the textbook as well as library research. The emphasis in this class is on strategy, management and counseling.

Prerequisites:

CAP 220: Fundamentals of Public Relations

Course Objectives:

1. Develop an understanding of the strategic role of public relations within organizations to identify, prevent, and solve problems or seize opportunities.
2. Understand and be able to demonstrate the value of PR from a management perspective.
3. Develop and demonstrate critical thinking and creativity.
4. Become familiar with the vital concepts and theories related to PR as a management function.
5. Obtain experience in the 'counseling' function of public relations.
6. Gain experience working collaboratively in a group to address a PR problem/opportunity.
7. Further develop writing and presentation skills used in public relations, and gain professional quality work example for use in portfolios.

Drop Deadline:

The deadline to drop this course and receive a "W" is October 28 at 5 p.m. Full tuition refund date is September 2.

Required Texts:

"Business Essentials for Strategic Communicators" by Matthew Ragas & Ron Culp

"Public Relations Cases" by Darrell Hayes, Jerry Hendrix, and Pallavi Kumar

Additional resources:

*Case Studies in Strategic Communications (A new online journal) <http://cssc.uscannenberg.org>

*Council on PR Firms Case Studies: <http://prfirms.org/resource/case-studies>

GVSU Library Advertising/Public Relations Resources: <http://libguides.gvsu.edu/cap>

American Academy of Advertising: <http://aaasite.org/>

American Advertising Federation: <http://www.aaf.org/>

AAF West Michigan: <http://www.aafwmi.org/>

Ad Week: <http://www.adweek.com> (also has links to Brandweek and Mediaweek)

Arthur Page Society: <http://www.awpagesociety.com/>

Institute for Public Relations: <http://www.instituteforpr.org/>

International Public Relations Association: <http://www.ipra.org/>

New PR Wiki: <http://www.thenewpr.com/wiki/pmwiki.php>

PR Week: <http://www.prweek.com>

PR Museum: <http://www.prmuseum.com/>

PR History Wiki: <http://www.prhistorywiki.org/>

Public Relations Society of America (PRSA): www.prsa.org

West Michigan PRSA: <http://www.wmprsa.org/>

PR Firm Career Web Sites (HeatherHuhman): <http://heatherhuhman.com>

Social media links:

*The following are opportunities to join me and other PR faculty, students, and professionals in conversations about public relations, and to **learn** a lot by doing so:*

My blog: www.gr-pr.blogspot.com

Twitter: www.twitter.com/penningink (Start by following PR thinkers I follow)

LinkedIn: www.linkedin.com (A general interest professional networking site; look for groups of PR students and professionals)

YouTube: <http://www.youtube.com/user/penningink>

****Note:** *The best way to communicate re: class is still via email.*

Course Format and Requirements:

- The class is heavily dependent on class discussion and activities. Therefore, class attendance is vital. Once we get into the semester a few weeks, one session per week will involve lecture/discussion and reaction to readings; the second session will involve student presentations of assigned case studies with peer reaction to the presentations.
- Reading should be done prior to the class session—including the textbook chapters, readings on Blackboard, and the case studies—in which that material will be discussed (*see class calendar*). It is assumed you have read the assigned readings. Lectures will expand on the readings and supply additional information and perspective. You will be called upon in class to share your perspective on the readings and cases—be sure you read, study and think! 10 percent of your grade will be based on demonstrating you have read before class.
- **Reaction papers**--Assigned readings are posted to Blackboard in the "Reaction Paper Readings" folder under "Course Documents." You will be expected to turn in a 1-2 page "reaction paper" (not a summary; YOUR thoughts) on each specified reading the day they will be discussed in class. (*See course calendar for the papers that you must write reactions to. Some chapters will have additional readings in addition to the one for the reaction paper.*) These papers should be a reaction from a PR **professional** perspective, not a personal (ie college student) perspective. In other words discuss what the article implies for the practice of PR. They are graded based on evidence of reading the whole paper, so make references specific and thoughtful. Also, you must be in class and participate in the discussion in order to turn in the reaction paper for a grade. Readings are challenging; plan to spend some time with them. See questions posted with the readings on Blackboard to guide what you write in your reaction. You must demonstrate you have read the entire paper and thought about it substantially.
- **Group Textbook Case Study Presentations**--Students will be divided into 6 teams, or PR agencies. Each team will review and present to the class three of the textbook cases as assigned by the professor (*See BB announcement for which specific case and calendar on syllabus for which weeks your group presents*). These group presentations must include a powerpoint presentation to the management of the organization in the case, as well as a written report to management. Turn in both the written report and the powerpoint slide printout to the professor. Students **not** presenting the cases on a given day will submit **peer review forms** on each case presentation. These will include your own assessment of the case--prior to class--and your peers' presentation of it in class. Application of lecture and readings to the case must be evident or the grade will be zero. These must be typed and completed before class, except the comment about the team presentation. *See "Example cases" instructions and peer review forms on Blackboard under "course information."*
- **Library Case Study**--Each individual student will be expected to write a "library" case study of a current public relations issue, researched in the news and public relations trade journals, etc. A written case study of 8-10 pages should be turned in near the end of the semester (see calendar) when each will be presented and discussed during the last two weeks of class. (*See "library case" instructions under "course information" on Blackboard*)
- **Final Exam**--A final, comprehensive essay exam will cover all the material in the course

Policies:

- No late or emailed papers accepted. All work must be turned in on time and in class and in good form—stapled, typed, name on it etc. Only extreme circumstances with evidence will be considered as excusable. Early papers accepted only with valid reason.
- On group projects, if any member of the group does not participate fully, they will be removed from the group and asked to produce all group assignments on their own.
- Laptops are allowed in class only for the note taking. Otherwise, any computer, cell phone, or other personal electronic device should be turned off and put away. Texting, emailing or other activity not class related will result in a full grade reduction on first offense and an F in the class for a second offense.
- Plagiarism is a serious offense and will result in an “F” in the class.

Grading:

Grades in this course will be determined on the following percentages:

Class participation	10% (prepared to discuss ALL readings in class)
3 Team Example case studies	20%
Peer reviews of text cases	10%
Individual Library Case Study	20%
Reaction papers to readings	10% (Top 10 grades of 12 reaction papers)
Biz Quiz	10%
Final exam	20%

Grades will be determined on the following scale: A = 100-93; A- = 92-90; B+ = 89-87; B = 86-83; B- = 82-80; C+ = 79-77; C = 76-73; C- = 72-70; D+ = 69-65; D = 64-60; F = 59 and below.

Criteria:

“A” (90-100) = Professional, counselling perspective, original and critical thought expressed vs mere summary, ideas explained (expressing WHY as well as what)

“B” (80) = Good counsel, but room for improvement in terms of clarity, rationale.

“C” (70) = Average. Provides advice but does not explain why. No evidence of deep, critical thought.

“D” (60) = Poorly written. Only summary, no original thought.

“F” (50 and less) = Unsatisfactory work, lacking complete content, poorly presented and written.

*Case study grades are on a 100-pt scale; reaction papers and peer reviews on a 10-pt scale

Class calendar:

Date Readings/Activity

****Remember to read everything on Blackboard (under 'Course Documents' in the folder for each week), the reaction paper (under "assignments" folder) as well as textbook chapters noted. Specific reaction paper readings are listed on the next page.**

Aug 30 *Introduction to course; Divide into teams;*
Sep 1 PR as Management. *Ragas and Culp-- Ch. 1*
Sep 6 LABOR DAY BREAK
Sep 8 Business Knowledge. *Ragas and Culp—Chs 2-6*
Sep 13 Where Business and Communication Intersect. *Ragas and Culp—Chs 7-9*
Sep 15 PR Process, Business Value of Communications. *Ragas and Culp—Ch 10; PR Cases Ch 1-2*
Sep 20 Quiz on 'Business Essentials." Discuss case study process.
Sep 22 Media Relations. *PR Cases Ch 3*
Sep 27 *Teams 1&2 present Media Relations cases*
Sep 29 Social Media. *PR Cases Ch 4*
Oct 4 *Teams 3&4 present Social Media cases*
Oct 6 Internal Communications. *PR Cases Ch 5*
Oct 11 *Teams 5&6 present Internal PR cases*
Oct 13 Community Relations. *PR Cases Ch 6*
Oct 18 *Teams 1&2 present Community Relations cases*
Oct 20 Public Affairs/Gov't Relations. *PR Cases Ch 7*
*Oct 25 (PRSA Conference) *Teams 3&4 turn in Public Affairs/Gov't Relations cases; class turn in peer review forms (without comments on presentation)*
Oct 27 Investor Relations. *PR Cases Ch 8*
Nov 1 *Teams 5&6 present Investor Relations cases*
Nov 3 Consumer Relations. *PR Cases Ch 9*
Nov 8 *Teams 1&2 present Consumer Relations cases*
Nov 10 International PR. *PR Cases Ch 10*
Nov 15 *Teams 3&4 present International PR cases*
Nov 17 Crisis Communication. *PR Cases Ch 12*
Nov 22 *Teams 5&6 present Crisis Communications cases*
Nov 24 THANKSGIVING BREAK
Nov 29 Integrated Communications. *PR Cases Ch 13*
Dec 1 Special Publics. *PR Cases Ch 11* Review Library Case expectations; final exam review
Dec 6 *Library cases presented in class (Half of class; ALL must be present!)*
Dec 8 *Library cases presented in class (Half of class; ALL must be present!)*
Dec 15 Final Exam, 4-5:50

Reaction Paper Reading List
(Write reaction papers to these papers)

(PR as Management)

Bronn, Peggy Simcic (2001). "Communications Managers as Strategists: Can They Make the Grade?" *Journal of Communication Management* 5(4), 313-326.

(The PR Process)

Neill, M. & Drumwright, M. (2012). "PR Professionals as Organizational Conscience. *Journal of Mass Media Ethics: Exploring Questions of Media Morality*, 27:4. 220-234

(Media Relations)

Supa, D.. (2014). "The Academic Inquiry of Media Relations as Both a Tactical and Strategic Function of Public Relations." *Research Journal of the Institute for Public Relations* 1(1).

(Social Media)

Lipsman, A., Mudd, G., Rich, M. and Bruich, S. (2012) "The Power of 'Like': How Brands Reach (and Influence) Fans." *Journal of Advertising Research*, 52(1), 41-52.

(Internal Communication)

Berger, B. (2014). "READ MY LIPS: Leaders, Supervisors, and Culture Are the Foundations of Strategic Employee Communications" *Research Journal of the Institute for Relations* 1(1).

(Community Relations)

Hall, Margarete R. (2006). "Corporate Philanthropy and Corporate Community Relations: Measuring Relationship-Building Results." *Journal of Public Relations Research* 18(1), 1-21.

(Public Affairs/Gov't Relations)

Berg, Kati Tusinski. (2009) "Finding Connections Between Lobbying, Public Relations and Advocacy." *Public Relations Journal*, 3(3)

(Investor Relations)

Penning, Timothy (2011). "The Value of Public Relations in Investor Relations: Individual Investors' Preferred Information Types, Qualities, and Sources." *Journalism & Mass Communication Quarterly*, 88(3), 615-631.

(Consumer Relations)

Smith, V. & Langford, P. (2009). "Evaluating the Impact of Corporate Social Responsibility Programs on Consumers." *Journal of Management and Organization*. 15, 97-109.

(International PR)

Molleda, J. et al (2015). "Tipping the balance: A decision-making model for localization in global public relations agencies." *Public Relations Review* (41) 335-344.

(Crisis Communications)

Coombs, T. (2007). "Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Theory." *Corporate Reputation Review*. 10(3), 163-177.

(Integrated Communications)

Kliatchko, Jerry. (2005) "Towards a New Definition of Integrated Marketing Communications (IMC)." *International Journal of Advertising*, 24(1), 7-34.

(Special Publics)

Hallahan, Kirk. (2000). "Inactive Publics: The Forgotten Publics in Public Relations." *Public Relations Review*. 26 (4), 499-515.