

Journalism 61-211
Planning and Management Case Studies in Public Relations
Fall 2006

Class: 3 to 4:30 p.m., Tuesday and Thursday

Instructor: Dr. Julie Henderson, APR, Fellow PRSA
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Office Hours: 1 to 2:30 p.m., Monday and Wednesday
4:30 to 5 p.m. Wednesday
By appointment on Friday

Please note: Assignments and other specifications listed below may change during the course of the semester. If a student misses a class, it is that student's responsibility to determine what announcements he or she may have missed.

1. Course Description

This class will address typical public relations problems while examining trends, policies, principles and ethics of the public relations profession. This course will encompass the practical application of public relations theory and research. Real-life case studies may include situations involving corporations, crisis management, public affairs, consumer affairs, employee relations, environmental problems and others. Both successful and unsuccessful cases will be examined. Through analysis and discussion, students will be provided with a framework for critical decision making.

2. Course Objectives

At the end of the course, each student is expected to:

- Comprehend the strategic communications planning process.
- Understand the 4-step model of communication campaigns.
- Comprehend the breadth of campaigns conducted by public relations practitioners.
- Learn from experts in the field – what works and what doesn't.
- Understand the public relations problem solving process and apply it to current communication problems.

3. Readings

Required text: Public Relations Cases, Seventh Edition, by Hendrix and Hayes

Other readings:

PR Week, a weekly trade publication available in the Reading Room.

Public Relations Tactics, a monthly trade publication available in the Reading Room.

Other readings beyond those listed on the syllabus will be assigned as the semester progresses.

4. Approach Lectures will complement and/or supplement the topics in reading assignments. All reading assignments should be completed ahead of time, as students will be expected to comment on the readings.

5. Attendance The class and the instructor pursue discussions ranging far beyond the text. Therefore, attendance at each session is very important. Unexcused absences will adversely affect grades.

6. Academic Integrity:

The University of Wisconsin Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: “Students are responsible for the honest completion and representation of their work, for **the appropriate citation of sources**, and for respect of others’ academic endeavors.” (s. UWS 14,01, Wis. Adm. Code).

Students are subject to disciplinary action for academic misconduct, which is defined in s. UWS 14.03, Wis. Adm. Code. ***Students on the UW Oshkosh campus have been suspended from the University for academic misconduct.***

Students are encouraged to review the procedures related to violations of academic honesty as outlined in Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code.

Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

7. Grading

Final grades will be based on the following

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|--------------------------------|------------------|
| ○ 2 exams | About 200 points |
| ○ Class Group Presentation | 50 points |
| ○ 2 Reaction Papers | 100 points total |
| ○ Final paper and presentation | 75 points |

Grades will be distributed on this basis:

A	90 - 100%
AB	88 - 89%
B	80 - 87%
BC	78 - 79%
C	70 - 77%
CD	68 - 69%
D	60 - 67%
F	Less than 60%

Examinations

Missed examinations **may not** be made up and will result in a 0 grade on the test. In those rare cases when an emergency occurs that prevents you from coming to a scheduled exam, notify the professor before the test. The Department of Journalism has an answering machine that operates 24 hours a day.

Assignments:

Each week, a student will add to the discussion by presenting a case study relevant to that week's topic. Students are encouraged to use the Silver Anvil cases available at www.prsa.org/_awards/silver

The reaction papers will reflect the student's reaction to a specific case, based on his/her knowledge gleaned from previous courses and this one.

Case study reaction papers should be about two pages long, double-spaced, printed on one side. The focus should be on the student's reaction to the case, not on a synopsis of the case.

Each student is expected to interview an approved public relations professional in regard to a case study. These will also be discussed in class during the week of December 5. More information on this project will be provided in a handout.

8. SCHEDULE OF COURSE AND ASSIGNMENTS

- I. September 7
Introduction to Course

- II. September 12 and 14
Overview of the Public Relations Process
Reading Assignment: Chapter 1 and 2

- III. September 19 and 21
Reading Assignment: Chapter 3

- IV. September 26 and 28
Reading Assignment: Chapter 4

- V. October 3 and 5
Reading Assignment: Chapter 5
Reaction Paper #1 Due

NOTE: ADVISING FOR SPRING 2007 CLASSES BEGINS ON WEDNESDAY, OCTOBER 4.

- VI. October 10 and 12
Reading Assignment: Chapter 6.

- VII. October 17
Reading Assignment: Chapter 7
October 19
Midterm

- VIII. October 24 and 26
Reading Assignment: Chapter 8

- IX. October 31 and November 2
Reading Assignment: Chapter 9.

X. November 7 and 9

Reading Assignment: Chapter 10

XI. November 14

**Your professor will be attending the national PRSA
conference in Salt Lake City this week.**

Use this class period to conduct your interviews.

Reaction Paper #2 Due – place in faculty mailbox.

November 16

Reading Assignment: Chapter 11.

XII. November 21

Reading Assignment: Chapter 11.

November 23

Happy Thanksgiving. No class.

XIII. November 28 and 30

Reading Assignment: Chapter 12

XIV. December 5 and 7

Final paper presentations.

XV. December 12

Final Examination

December 14

Wrap-up

December 16 Commencement