

**Journalism 61-211**  
**Planning and Management Case Studies in Public Relations**  
Fall 2007

**Class:** 3 to 6 p.m., Thursday

**Instructor:** Dr. Julie Henderson, APR, Fellow PRSA  
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**Office Hours:** 2 to 3 p.m., Monday and Wednesday  
1 to 3 p.m., Tuesday  
2 to 3 p.m., Thursday  
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.

The final weeks of the course will be devoted to one specialized area of public relations practice. This year, the specialized area will be Sports Public Relations.

**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:

- |                                   |                  |
|-----------------------------------|------------------|
| ○ 2 exams                         | About 200 points |
| ○ A Case Study Presentation       | 50 points        |
| ○ Historical Silver Anvil paper   | 50 points        |
| ○ Participation in Mock Interview | 50 points        |
| ○ Final paper and presentation    | <u>150 point</u> |
|                                   | 500 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:**

#### **A Case Study Presentation.**

Each week, a student will add to the discussion by presenting a case study relevant to that week's reading assignment. Students are encouraged to use the contemporary Silver Anvil cases available at [www.prsa.org/\\_awards/silver](http://www.prsa.org/_awards/silver)

#### **Historical Silver Anvil Paper.**

During the semester, students will have the opportunity to review a Silver Anvil entry from the 1950s. Guidelines regarding the paper will be distributed later in the semester.

### **Participation in Mock Interviews.**

Students in this class will be expected to participate in the journalism department's Mock Interviews on Oct. 25. Other activities will also be required to complete this assignment, and will be described later.

### **Final Paper and Presentation.**

During the course of this country's history, a number of movements have had a profound effect on American society. For this assignment, students will be expected to write a paper regarding the **public relations techniques** used by these movements. Students will also summarize their findings in a brief oral report. Specifications regarding the paper will be distributed later, but students should select a topic early in the semester because extensive research will be required. Each student must have a unique topic.

Among the movements that might be studied:

- Abolitionists (1830s -)
- Temperance (about 1873 - 1919)
- Women's suffrage (late 1800s -early 1900s)
- Civil Rights (1950s -- )
- Women's rights
- Gay rights
- Anti-war (1960s - 1970s)
- Unions (early 1800s - )
- Women's right to ...
  - Smoke in public
  - Have access to birth control
- American Independence (1700s)
- Environment
- Green Movement
- Global warming warning
- Anti-smoking
- Pro-smoking

## **8. SCHEDULE OF COURSE AND ASSIGNMENTS**

- I. September 6  
*Introduction to Course*
- II. September 13  
*Overview of the Public Relations Process*  
**Reading Assignment: Chapter 1 and 2**
- III. September 20  
*Media Relations*  
**Reading Assignment: Chapter 3**
- IV. September 27  
*Internal Communications*  
**Reading Assignment: Chapter 4.**
- V. October 4  
*Community Relations*  
**Reading Assignment: Chapter 5**
- VI. October 11  
*Consumer Relations*  
**Reading Assignment: Chapter 8.**  
**MIDTERM**
- VII. October 18  
*Emergency Public Relations*  
**Reading Assignment: Chapter 11.**
- VIII. October 25  
**Mock Interviews**
- IX. Nov. 1  
*Special Publics*  
**Reading Assignment: Chapter 10.**
- X. November 8  
*A look at historical Silver Anvils*

## **SPORTS PUBLIC RELATIONS**

XI. November 15

**Reading Assignment: TBD**

XII. November 22

**No class. Thanksgiving break.**



XIII. November 29

**Reading Assignment: TBD**

**Silver Anvil Paper Due**

XIV. December 6

**Final paper oral presentations and class  
Christmas/Graduation buffet.**



XV. December 13

**Final Examination**