Journalism 61-319
Planning and Management Case Studies in Public Relations

Class:	3 to 4:30 p.m. Tuesday and Thursday
Classroom:	**Sage 2221**
Professor:	Dr. Julie Henderson, APR, Fellow PRSA
Office:	Sage 3481
Phone:	424-1105
E-mail:	henderso@uwosh.edu
Office Hours:	**TR** 1 to 3 p.m. **Friday** by appointment

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 challenges 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.

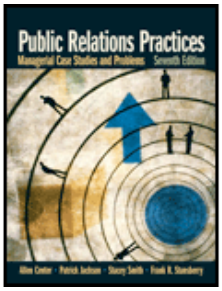
2. **Course Objectives**

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

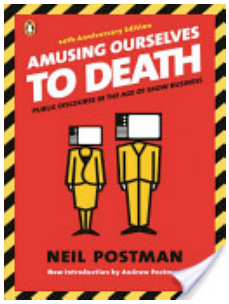
- Comprehend the strategic communications planning process.
- Understand the 4-step model of public relations campaigns.
- Comprehend the breadth of campaigns conducted by public relations practitioners.
- Learn from experts in the field – what works and what doesn't.
- Understand the public relations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

3. <u>Readings</u>

Required:



<u>Public Relations Practices</u>
Center, et. al.
7th Edition
Make sure you have the right edition



<u>Amusing Ourselves to Death:</u>
<u>Public Discourse in the Age of Show Business</u>
Neil Postman

Students should also review these publications on a regular basis:

<u>PR Week</u>
<u>Public Relations Tactics</u>
<u>Public Relations Strategist</u>
All are available in the Journalism Reading Room.

4. <u>Approach</u> 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. <u>Attendance</u> The class and the professor pursue discussions ranging far beyond the text. Therefore, attendance at each session is very important. Unexcused absences will adversely affect grades. In addition, students are expected to be active participants in the class, contributing to the discussions and conversations.

<u>6. Academic Integrity:</u>

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	150 points
Oral Report	25 points
Group Project	50 points
Historical Silver Anvil paper	75 points
Final Paper	125 points
Total Points possible	425

Grades will be distributed on this basis:

A	93 - 100%	C	73 - 76%
A-	90 - 92%	C-	70 – 72%
B+	87 – 89%	D+	67 – 69%
B	83 - 86%	D	63 - 66%
B-	80 - 82%	D-	60 – 62%
C+	77 – 79%	F	Less than 60%

***Please note. Percentages will NOT be rounded up. To earn a B-, for example, you must earn at least 80% of the points. Total points of 79.999999% will not be sufficient.**

Examinations

Missed examinations **may not** be made up and will result in a 0 grade. 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 and your professor both have an answering machine that operates 24 hours a day; e-mail notification is also acceptable as long as the message is sent before class begins.

Brief Overview of Assignments

More detailed information on the assignments will be provided in separate handouts.

Oral Report

Students will present one case study from the textbook.

Group Report

Students will prepare a report on one aspect of the assigned reading, Amusing Ourselves to Death.

Historical Silver Anvil Report

Students will summarize a case study based on a Silver Anvil application.

Final Paper

Detailed information to be provided on separate handout.

Follow me on Twitter at Dr8tch.
I use the Twitter account to share relevant articles, job postings, etc.

8. SCHEDULE OF COURSE AND ASSIGNMENTS

Please note: in the event of inclement weather, please check your University email account for a message regarding cancelled classes and/or rescheduling of deadlines.

Date	Topic	To Read	What is due
Sept. 5	*Introduction to course* *Irish PR*		
Sept. 10	*Review 4-Step Process* *The Summer of 2013*	Chapters 1-2	
Sept. 12	*Case Study: Tobacco*		
Sept. 17	*Employee Relations*	Chapter 3	
Sept. 19	*Employee Relations*	Chapter 3	
Sept. 24	*Community Relations*	Chapter 4	
Sept. 26	*Community Relations*	Chapter 4	
Oct. 1	*Consumer Relations*	Chapter 6	
Oct. 3	*Consumer Relations*	Chapter 6	

Oct. 8	*Investor Relations*	Chapter 5	
Oct. 10	*Work on Silver Anvil Awards at Archives*		
Oct. 15	*Work on Silver Anvil Awards at Archives*		
Oct. 17	*Work on Silver Anvil Awards at Archives*		
Oct. 22	*Midterm*		**MIDTERM**
Oct. 24	**Guest Speaker: Jessica Bedore**		
Oct. 29	*Media Relations*	Chapter 7	
Oct. 31	*Media Relations*	Chapter 7	
Nov. 5	*Crisis Management*	Chapter 9	
Nov. 7	*Crisis Management*	Chapter 9	**SILVER ANVIL PAPER**
Nov. 12	*Public Issues Campaigns*	Chapter 8	
Nov. 14	*TBD*		
Nov. 19	Discussion: Amusing Ourselves To Death		**GROUP PROJECT**
Nov. 21	Discussion: Amusing Ourselves To Death		**GROUP PROJECT**
Nov. 26	*TBD*		
Nov. 28	**Thanksgiving break, no class.**		
Dec. 3	*Standards, Ethics,Values*	Chapter 10	
Dec. 5	*Standards, Ethics Values*		
Dec. 10	Final Exam		**FINAL EXAM**
Dec. 12	Final Project		**FINAL PROJECT**