

COM 408 Case Studies in Public Relations

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. COM 301

Exploration of various genres of public relations; application of strategic principles, techniques and programs to real-life organizational problems and opportunities.

Reasons for Revision:

(Fall 2005) This course was last revised in 1990. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes: On completion of this course, students will be able to:	Course Content References:	Assessment:
1. Demonstrate awareness of the case study approach as a methodology for research and analysis	I, II	1. Exams, papers, applied projects, oral presentations
2. Explain the various subcategories of public relations practice (media relations, consumer relations, employee relations, and so on)	II, IV	2. Exams, papers, applied projects, oral presentations
3. Summarize aspects of public relations cases, including research methods and findings, publics, objectives, strategies, messages, media tactics and evaluation techniques	III, IV, V	3. Exams, papers, applied projects, oral presentations
4. Analyze public relations campaigns and, through this analysis, predict the likely consequences of decisions in various public relations situations	III, IV, V	4. Exams, papers, applied projects, oral presentations
5. Apply the process of planning and problem solving for public relations in various real and hypothetical situations	III, IV, V	5. Exams, papers, applied projects, oral presentations

Course Content:

I. Public relations

- A. Basic principles
- B. Organizational role
- C. Social role
- D. Ethical base
- E. Public relations as organizational problem solving
- F. Public relations as conflict analysis and resolution

II. Case study

- A. Nature of case study
- B. Case study as research methodology
- C. Case study as analytical tool

III. Public relations planning and analysis process

- A. Phase 1: Formative research
- B. Phase 2: Strategy
- C. Phase 3: Tactics
- D. Phase 4: Evaluative research

IV. Genres of public relations

- A. Media relations
- B. Crisis communication
- C. Consumer relations
- D. Employee/internal relations
- E. Community relations
- F. Government relations/public affairs
- G. Consumer relations
- H. Investor relations

V. Public relations in wider social/organizational context

- A. Inter-governmental and international diplomacy
- B. Ecumenical and inter-religious relationships
- C. Intercultural and inter-ethnic relationships

Resources:

Classic Scholarship in the Field

- Grunig, J. E. (Ed.). (1992). *Excellence in public relations and communication management*. Mahwah NJ: Erlbaum.
- Grunig, J. E. & Hunt, T. (1984). *Managing public relations*. New York: Holt, Rinehart, Winston.
- Marston, J. E. (1963). *The nature of public relations*. New York: McGraw-Hill.

Current Scholarship in the Field

- Austin, E. W., & Pinkleton, B. E. (2001). *Strategic public relations management: Planning and managing effective communication programs*. Mahwah NJ: Erlbaum.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2000). *Effective public relations* (8th ed.). Upper Saddle River NJ: Prentice-Hall.
- Gronstedt, A. (2000). *The customer century: Lessons from world class companies in integrated marketing and communications*. New York: Routledge.
- Harris, T. L. (2000). *Value added public relations: The secret weapon of integrated marketing*. Chicago: NTC Business.
- Hendrix, J. (2003). *Public relations cases* (6th ed.). Belmont CA: Wadsworth.
- Kendall, R. (1999). *Public relations campaign strategies: Planning for implementation* (3rd ed.). New York: HarperCollins.
- Kotler, P., Roberto, N., & Lee, N. (2002). *Social marketing; Improving the quality of life* (2nd ed.). Thousand Oaks CA: Sage.
- Newsom, D., VanSlyke Turk, J., & Kruckeberg, D. (2003). *This is PR: The realities of public relations* (8th ed.). Belmont CA: Wadsworth.
- Seitel, F. P. (2003). *The practice of public relations* (9th ed.). Upper Saddle River NJ: Prentice-Hall.
- Yin, R.K. (2002). *Case study research: Design and methods* (3rd ed.). Thousand Oaks CA: Sage.

Periodicals

Journal of Public Relations Research
PR Week
Public Relations Strategist
Public Relations Tactics

Electronic and/or Audiovisual Resources

www.prsa.org (Public Relations Society of America)
www.iabc.org (International Association of Business Communicators)