

Communication 314: Public Relations Cases
Spring 2019
Course Syllabus

MWF 1:40 ~ 2:30 p.m.
014 SOC

Instructor

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Office Hours: Mon / Wed: 2:40 ~3:30 p.m. by appointment

Course Description

This course provides practical, real-world experience. Case-based instruction is not the typical lecture-style class. The spotlight is on students. Student-led discussion of cases and group activities of analyzing and applying case-specific solutions to create alternative scenarios are the central contents of this course.

The cases cover a wide range of communication issues across countries, including media relations, corporate social responsibility, activism, consumer relations, issues management, and crisis communication.

The analysis of the case is based on principles and theories (analytic tools), not just personal opinion. Students need to explain how they reached their evaluation of the actions and why they would recommend additional actions.

Course Objectives

- a. Students should be in the shoes of the PR managers. Based on the information in the case, students evaluate the communication effort and make suggestions about what other actions they would recommend.
- b. Students should formulate strategies and tactics to help resolve public relations issues and capitalize on public relations opportunities.

Prerequisite

COMM 210 Principles of Public Relations

Required Textbook

Swann, P. (2014). Cases in public relations management: The rise of social media and activism. Routledge. ISBN 9781134060344

Course Grading

1. Class attendance 10 percent of grade
2. Team presentation (2 times/team) 20 percent of grade
(50% for team presentation & 50% for individual performance)
3. In-class discussion and engagement 10 percent of grade
4. Quiz (Multiple choices and simple answers) 10 percent of grade
5. Midterm exam(short essay to multiple questions) 20 percent of grade
6. Final term team presentation & individual paper 30 percent of grade
(50% for Team Presentation & 50% for individual paper)

Discussion and Case Study Preparation

To make this an exciting learning environment, students must come prepared and have a thorough knowledge of the assigned cases: know the characters' names, what happened, and in what order. It generally takes two readings per week. Please prepare each case for discussion.

There are opportunities to do your research in a topic area or trace the case from its origins to its conclusion. Databases, such as the newspaper database LexisNexis, and organizational websites are great resources for background material and WARC: Go to www.warc.com and click "log in" at the top right corner

- Type this username into the entry box: AMER5231
- Type this password: XMP97N
- You will be prompted to enter your corporate email address(@luc.edu) and select a personal password for future logins

Company websites often include mission statements, archived news releases, annual reports, historical information, and more. Activist sites can offer different views and their evidence about specific issues and events.

Team Exercise and Presentation

Students will be divided into teams to work on a realistic public relations situation, problem, issue or opportunity on different topics. Teams prepare power point presentation on their findings of assigned cases in line with course schedule. So please submit your presentation to Sakai assignment section one day before your designated presentation date.

Sakai

Lectures will be posted in advance on Sakai. This is designed to enable students to avoid having to take extensive notes in class and as an aid for studying for exams; it is not meant as a substitute for class attendance.

Expectations

Students are expected to be prepared for, attend and actively engage with all class sessions. In-class presentation, discussion and engagement count for 40 percent of a student's grade. *If you do not attend, you cannot participate in class discussion. Please inform me in advance if you believe you have a legitimate reason for an absence.*

Mid-term Exams

The mid-term will cover material up to the mid-term; materials from lectures, assigned readings. No makeup, no retaking opportunities. Absence on mid-term exam date is given zero points.

Final Term Paper

The paper should be typed double spaced in a 12-point font with 1-inch margins on all sides and the student's name on the top of the first page. Do not insert extra lines between paragraphs. Papers should be submitted within 10pages (max) on Sakai on the due date. Papers should be carefully proofread, and those with typos, factual errors or errors in grammar, punctuation or syntax will be graded down. Students are strongly advised to refer to a recent edition of the Associated Press Stylebook and Briefing on Media Law (2016 edition, ISBN 978-0-917360-63-3; print edition, online subscription, and mobile app are

available for purchase through <https://www.apstylebook.com/>).

Class Principles

- a. Not permitted to use electronic devices including cellphone and laptop during the class, except the designated dates for completing class missions.
- b. Attend on time: any unexcused late arrivals and absences will result in a lower participation grade.
- c. Meet deadlines: any work turned in after the deadline will receive one letter grade reduction for each week it is late, even if by one day.
- d. No plagiarism and respect academic integrity: plagiarism will result in an automatic failure in this course. Further information, refer to https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml
- e. Special needs: please give me written notice in the first week of class about any medical or other conditions that may interfere with your performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>.

Course Schedule

Week 1. Jan 14, 16, 18

Reading: CHAPTER 1. A Brief Introduction to Public Relations

Case study guideline Appendix A. B

How Public Relations Deals with Problems and Opportunities

Types of Public Relations

PR Theories must-knows

Week 2. Jan. 23. 25

Reading: CHAPTER 2. Ethics and the Law

1. “In Washington, I’m Karen Ryan Reporting”: When Is a “Reporter” Not a Reporter?
2. The Facebook / Cambridge Analytica Scandal
<https://www.theguardian.com/uk-news/video/2018/mar/17/cambridge-analytica-whistleblower-we-spent-1m-harvesting-millions-of-facebook-profiles-video>
<https://www.cnn.com/2018/03/21/facebook-cambridge-analytica-scandal-everything-you-need-to-know.html>

Week 3. Jan. 28, 30, Feb. 1

Reading: CHAPTER 3. Corporate Social Responsibility / Corporate Governance

3. Apple iProblem: Subcontractor Worker Issues Bring Negative Attention
4. Developing Wines with a Conscience- South African Wine Industry Confronts Societal Issues

Week 4. Feb. 4, 6, (8: Quiz)

Reading: CHAPTER 4. Media Relations

Face Value: Face Transplant Surgery Balances Privacy, Ethics and Publicity

5. Are You Pouring on the Pounds? Debating the Link Between Sugary Drinks and Obesity

6. Two Employees with a Video Camera: Social Media and a Damaged Global Domino's Brand

Week 5. Feb. 11, 13, 15- Summer Registration (Feb. 11)

Reading: CHAPTER 5. Crisis & Conflict Management

7. Deepwater Horizon Blowout: Rehabilitating a Reputation after a Catastrophic Spill
8. Chipotle E. coli breakout in 2015
<https://www.cnn.com/2015/11/01/health/chipotle-closings-e-coli-scare/index.html>
<https://www.cnbc.com/2016/02/01/cdc-declares-chipotle-linked-e-coli-outbreak-over.html>

Week 6. Feb. 20, 22

Reading: Read the below links, and additional research in media coverage is required before class

9. Taco Bell: Is it real beef? In 2011:
<https://www.foxnews.com/health/taco-bell-sued-over-meat-thats-just-35-percent-beef>
<https://www.npr.org/sections/health-shots/2011/04/22/135539926/with-lawsuit-over-taco-bells-mystery-meat-is-a-mystery-no-longer>

Green peace detox campaign (SAGE)

Team assignment

Corporate response simulation exercise
<https://www.greenpeace.org/international/act/detox/>

Week 7. Feb. 25, 27, Mar.1

Reading: CHAPTER 6. Activism

10. "Beyond Disgusting": Bacteria-Fighting Mom Takes on Restaurant Play Areas
11. Break the Silence. Make the Call. Reaching Out to Victims and Families of Domestic Violence
12. Chick-fil-A and the Dangers of Social Issues (SAGE)

Social Activism – Gun control issue (WARC)

Moms Demand Action: Groceries not Guns

https://www.warc.com/content/article/effies/moms_demand_action_groceries_not_guns/107884

Week 8. Mar. 4, 6, 8 Spring Break, No Class

March 11(Mon) – Mid-term: short essays to multiple questions during the class hour

Week 9. Mar. 13, 15

Week 10. Mar. 18, 20, 22

Reading: CHAPTER 7. Consumer Relations

13. The Five Seasons of Salem: A City Hunts for Something More than Witches
 14. Making the Potato Top of Mind: Consumer Research Connects "Linda" to Potatoes
- Burger King: McWhopper campaign

https://www.warc.com/content/article/warccases/burger_king_stories_ordering/124754

Nestlé Lean Cuisine #weighthis
<https://youtu.be/HGYUiLxoJFA>

Dolce Garbana's Misstep in China
<https://www.thedrum.com/news/2018/11/20/dolce-gabbana-slammed-once-again-its-latest-dg-loves-china-campaign>
<https://www.abc.net.au/news/2018-11-22/dolce-and-gabbana-accused-of-insulting-china-blames-hackers/10521014>

Heineken 'Lighter is Better'
<https://www.usatoday.com/story/money/business/2018/03/27/heineken-pulls-lighter-better-commercial-after-some-call-racist/461395002/>

Guest Speaker (TBD) to the course schedule

Week 10. Mar. 25, 27, 29

Reading: CHAPTER 9. Community Relations & Corporate Social Responsibility

15. I'm Watching You...: School-Issued Laptop "Spycam" Invades Privacy Rights
16. Hallmark Writers on Tour: Connecting Employees with their Hometown Audience

BlueCross BlueShield of New York's extensive "Painkillers Kill" campaign
<http://knowledgecenter.csg.org/kc/content/bluecross-blueshield-brings-hope-western-new-york-partnering-painkillers-kill-campaign>

#SPCSunday: The hashtag that saved a 100 year old company
https://www.warc.com/content/article/warc-prize-social/spesunday_the_hashtag_that_saved_a_100_year_old_company/104342

CSR campaign failure cases - Greenwashing
https://www.warc.com/content/article/atticus/from_greenwash_to_great_a_practical_guide_to_great_green_marketing_without_the_greenwash/94893
<https://www.theguardian.com/sustainable-business/2014/aug/25/5-sustainability-greenwash-products-ecofriendly-boondoggles-design>

Week 11. Apr. 1, 3, (5 Decide and report final case study topic)

Reading: CHAPTER 10. Global PR & Cultural Understanding

17. Fukushima Nuclear Meltdown: A Disaster "Made In Japan"
 18. Shark Fin Soup: Hong Kong Disneyland Loses Magic for Some
- McDonald's: Full-heart support for Gaokao
https://www.warc.com/content/article/warc-prize-asia/mcdonalds_fullheart_support_for_gaokao/122602
- Dove Dry Shampoo
https://www.warc.com/content/article/warc-awards-media/dove_dry_shampoo/123486

Guest Speaker (TBD) to the course schedule

Week 12. Apr. 8, 10, 12 – Fall Registration (Apr. 8)

Reading : Corporate PR & Reputation Management

19. "A Plate of Black Beauty"? Burger King Worldwide Deals with Horsemeat Reports

Week 13. Apr. 15, 17, 24: Team Presentation on Selected New Cases

**Presentation date is subject to change depending upon course schedule*

WEEK 14. Apr. 19, 22: Easter -No Class

April 30 : Final Term Individual Paper Submission