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# Public Relations Cases

## COMM-4413

Fall 2020 Section E01 3 Credits 08/12/2020 to 12/05/2020 Modified 08/09/2020

### Description

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Analysis of public relations cases and situations. Includes analysis of application of principles, processes, and theories of public relations to case management.

#### Requisites

Prerequisites:

COMM 3313 and COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

### Contact Information

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**Instructor:** Professor Taylor Bryant

**Office:** Humanities 217

**Email:** [lbryant@westga.edu](mailto:lbryant@westga.edu)

**Office Hours:** Tuesday/Thursday 2 p.m. - 4 p.m. (Also available by appointment)

**Preferred Method - Text Message:** 404.923.0754

### Materials

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## Cases in Public Relations Management: The Rise of Social Media and Activism

**Author:** Patricia Swann

**Publisher:** Routledge

**Edition:** 2nd

**ISBN:** ISBN-10: 0415517710

### Outcomes

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#### Course Learning Objectives

- 1.The student will understand that public relations as an important communication and management function of corporate, government, agency, and nongovernmental organizations.
- 2.The student will understand the purposes of public relations and the process through which public relations is practiced strategically, including the ability to explain the relationships among research, objectives, programs, and evaluation.
- 3.The student will be aware of the major areas of public relations practice (media relations, consumer relations, employee relations, community relations, international relations).

4.The student will practice problem-solving skills by critically analyzing current case studies in public relations, including the ability to define, articulate and develop missions, goals, objectives, strategies and tactics.

5.The student will develop a sense of professionalism in the practice of public relations through ethical preparation and meeting deadlines.

6.The student will strengthen their writing, interpersonal communication, oral communication and presentation skills critical to public relations practitioners.

## ✓ Evaluation

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### Criteria

|                            |      |  | Grade Allocation |
|----------------------------|------|--|------------------|
| Assignments:               |      |  |                  |
| Exam 1                     | 20%  |  |                  |
| Exam 2                     | 20%  |  | A 90 –higher     |
| Exam 3                     | 20%  |  | B 80 –89         |
| Final Case Study Project   | 20%  |  | C 70 –79         |
| Assignments /Participation | 20%  |  | D 60 –69         |
| TOTAL                      | 100% |  | F 59 –lower      |

## ☰ Assignments

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**Exams:** There will be three throughout the semester. They will be multiple choice, true/false, some short answer and other application/discussion questions.

**Final Case Study:** You will work with a group to put together a final case study. Specific instructions will come on this later. I cannot stress the importance of teamwork enough here.

**Participation/assignments:** We will have online discussions as well as assignments to complete online. Assignments and discussions are always due by 11:59 p.m. on the day assigned in CourseDen unless otherwise stated in announcements.

**Extra Credit:** This is fully at my discretion. I may offer opportunities for campus events, as well as other assignments. Students should remain focused on completing their coursework and not dependent on extra credit. Given the current state of social distancing, the opportunities for extra credit are limited.

You earn your grade. You start with a zero on the first day. You must build your grade up from there. Your grade is not a reflection of how much I like you or how good of a person you are. Grades are evaluations of your performance on the assignments in this course. I reserve the right to offer extra credit at my discretion. Please also note: an 89.5% will round to a 90, but an 89.4% is an 89.

## 📅 Schedule

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**IMPORTANT:** Schedule is tentative and subject to change. Check CourseDen daily.

| Week | Dates            | Topic/Chapter                     | Assignments      |
|------|------------------|-----------------------------------|------------------|
| 1    | Aug. 12-19       | Introductions<br>PR review        | Discussion       |
| 2    | Aug. 20-26       | Ethics & Law                      | Discussion       |
| 3    | Aug. 27- Sept. 2 | Corporate Social Responsibility   | Discussion       |
| 4    | Sept. 3 - 9      | Media Relations                   | Discussion       |
| 5    | Sept. 10 - 16    | Conflict Management               | Assignment       |
| 6    | Sept. 17 - 23    | Exam 1                            | Exam, Assignment |
| 7    | Sept. 24 - 30    | Activism                          | Assignment       |
| 8    | Oct. 1 - 7       | Consumer Relations                | Assignment       |
| 9    | Oct. 8 - 14      | Entertainment & Leisure           | Assignment       |
| 10   | Oct. 15 - 21     | Exam 2                            | Exam, Assignment |
| 11   | Oct. 22 – 28     | Community Relations               | Assignment       |
| 12   | Oct. 29 – Nov. 4 | Cultural and Other Considerations | Assignment       |
| 13   | Nov. 5 - 11      | Financial Communication           | Assignment       |
| 14   | Nov. 12 - 18     | Case Study Group Project          |                  |
| 15   | Nov. 23 – 27     | Case Study Group Project – Cont'd |                  |
| 16   | Nov. 28 – Dec. 4 | Exam 3                            | Exam             |
|      |                  |                                   |                  |

## \* Course Policies and Resources

Late work

I do not accept late work. If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to Course Den). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided. The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to complement (not duplicate) that information, so completing readings before class is very important.

### Classroom and Online Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed. During class time, cell phones should be turned off or be set on silent, and should be stowed away where I cannot see them. There will be a 5 point deduction from your participation grade if your cell phone rings during class. Using an electronic device in class for anything other than taking notes or participating in a class activity will result in a 5 point deduction from your participation grade for that day. Other disruptive behaviors may also incur a participation grade deduction based on severity.

### Academic Honesty

While the Common Language Course Syllabi details the UWG Honor Code, I want to make it clear that plagiarism and academic dishonesty are absolutely not tolerated in this classroom. It is so much easier, and better for you, to just do your work. Don't jeopardize your academic or professional career with dishonest behaviors. You are important; you have important things to say, so say them yourself using your voice.

## 🎯 College/School Policies

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### Mass Communications Degree Program Learning Outcomes

**ACEJMC Professional Values and Competencies:** The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991) ([https://catalog.westga.edu/preview\\_program.php?catoid=11&pooid=1991](https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991)) or [ACEJMC - Standard 2. Curriculum and Instruction](http://www.acejmc.org/policies-process/nine-standards/) (<http://www.acejmc.org/policies-process/nine-standards/>).

### 6 X 6 MASS COMM SUCCESS

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| <p style="text-align: center;"><a href="https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG">6 X 6 MASS COMM SUCCESS</a><br/>(<a href="https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG">https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG</a>)</p> <p style="text-align: center;">(click to view image)</p> | <ol style="list-style-type: none"><li>1. Freedom of Speech &amp; Press</li><li>2. History</li><li>3. Diversity</li><li>4. Global Impact</li><li>5. Theory</li><li>6. Ethics</li><li>7. Think Critically &amp; Creatively</li><li>8. Research &amp; Evaluate</li><li>9. Write Effectively</li><li>10. Self-Evaluate</li><li>11. Apply Numbers &amp; Statistics</li><li>12. Apply Technology</li></ol> |
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# Film & Video Production Degree Program Learning Outcomes

**Overview:** The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

## Institutional Policies

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### Academic Support

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu).

**University Writing Center:** The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto:writing@westga.edu).

### Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

### Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to,

plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

## UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#) ([http://www.usg.edu/hb280/additional\\_information](http://www.usg.edu/hb280/additional_information))

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

## Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

## ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

## COVID-19

**Proctored Exams/Online Instruction:** Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

**Face Coverings:** Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

**Student FAQs:** For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage \(https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php\)](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php).