CMN 4920 Public Relations Case Studies and Theories  
MWF 10-10:50, Buzzard Hall 2441

Dr. Claudia Janssen Danyi

Office Hours:
M & W 11 a.m. -noon  Office: BUZZ 2544
F 11-1 p.m.             Email: cijanssen(at)ei.edu

Course Description

Public relations professionals manage communication and relationships in complex organizational, social and political environments. This requires the ability to analyze complex situations, understand the implications and dynamics of these situations, and develop effective communication strategies in response. In other words, public relations professionals need to be able to make sense of their organization’s social and political environments and understand how and why public relations processes work.

This course aims to enhance your understanding of public relations by providing a sophisticated presentation of public relations theory and discussing real world examples in which theory is applied. The course focuses on developing the analytical skills necessary to evaluate public relations programs, campaigns and communication practices by building on your knowledge of public relations theories, strategies, goals, techniques and tactics.

Objectives

Upon successful completion of this class:

- You will be able to apply a theoretical lens to public relations practices.
- You will be able to understand central public relations theories and concepts.
- You will be able to understand the ethical implications of public relations practice through real world examples.
- You will be able to critically assess public relations strategies and tactics.

Books:

Encyclopedia of Public Relations (ebook; Booth Library)
Cases in Public Relations Management (text book rental)
Other readings will be posted on D2L
Course Work

Attendance & Participation 18%
Preparatory Assignments 12%
For each reading assignment you will respond to 2-4 reading questions.

Case Analyses

• Briefs (2) 20%
  You will analyze a current public relations case and identify a PR problem, challenge, opportunity, or strategy based on PR theory and/or concepts.
• Presentation (1) 10%
  You will present a case analysis to class (5-7 minutes).
• Case Comparison (1) 10%
  Toward the end of the semester you will write a comparative analysis of the three case briefs you will develop during the semester.

Exams (3) 30%

Grading Scale:

90 --100%  A
80 --89.9%  B
70 --79.9%  C
60 --69.9%  D
59.9% or less  F

Course Expectations, Policies, and Work

Attendance, Participation, and Tardiness:

• I want you to do well in this class and attendance is KEY to that. Penalties start kicking in after the first two absences. This means that you are allowed TWO “freebie” absences after which there will be a 1% reduction from your final grade per absence for up to THREE absences. These points will be subtracted from the attendance and participation score. After FIVE total (including your freebies) absences, your final grade will drop by 10%. This is equal to the loss of an entire letter grade. For any additional absence (beyond 5), 1% will be deducted from your final grade in addition. Keep in mind that by missing class you miss important information, which will also result in poorer performance on exams and case studies.
• You are a vital part of this class and I look forward to your contributions to our class discussions and activities! I expect that you participate actively. A constant lack of participation, tardiness, as well as disruptive behaviors will result in a reduction of your participation score.
• Make sure to come to class on time and do not interrupt class by entering the classroom late.

Readings:
You will be asked to complete regular reading assignments. In order to do well on the
assignments and exams, and to participate meaningfully in exercises and discussions you need to read the cases and articles carefully before coming to class.

- Make sure to take notes as you read each article; this will tremendously reduce your study time for exams.
- You can find the reading assignments for each class in the corresponding folder on D2L. They will not always be announced in class. Make sure to keep track of what you are supposed to read. If you are unsure feel free to ask.
- Not all content of the reading assignments will be covered in class (there is simply not enough time). However, I expect you to be able to apply what you have read independently to your case study. Therefore, it is essential that you ask any questions you might have in class. THERE ARE NO STUPID QUESTIONS and chances are that you are not the only one who needs clarification. Additionally, you are always welcome to consult me during office hours.

**Submitting Assignments**

- All written assignments need to be submitted to the corresponding dropbox on D2L.
- Emailed assignments will not be accepted for grading.
- If you ever have problems with D2L, please seek assistance from EIU User Services (217-581-4357).
- If an unexpected circumstance prevents you from uploading a document to the dropbox by the deadline, you may attach it to an email so that I know that you completed it. Before I can grade it or give credit, however, you still need to upload it to the dropbox as soon as possible.

**Reading Questions/Preparatory Assignments:**

- Reading questions will be posted on D2L at least 24 hours before the due date.
- Most reading questions will be assessed on a pass/fail basis. This will be indicated on the assignment sheet.
- Everything handed in after the deadline will be considered late work.
- Your responses should be typed and written in full sentences unless indicated differently. Your responses should not include direct quotes from the assigned reading, but be written in your own words.
- Emailed assignments will not be accepted.

**Late Work:** Grades for late submissions, which are assignment handed in after the deadline, will be dropped by 10% per day it is late and only be accepted until two days (major assignments) or one day (preparatory assignments) after the due date. Any work handed in after that will receive 0 points. If you know that you have to miss a class, you need to make sure to submit your work before class.

**Miscellaneous**

**Disability:** Support is available for students with a documented disability. Please contact the Office of Disability Services (581--6583) for academic accommodations.
**Office Hours:** You can always consult me during my office hours about any questions you may have. My office hours are reserved just for my students and are a good opportunity to seek advice and information. You may also schedule an appointment with me by email, if the office hours conflict with your schedule.

**Academic Integrity & Student Standards:** All faculty in the Department of Communication Studies are expected to uphold the standards of good scholarship and we expect our students to do the same. Students earning a degree in Communication Studies will develop superior reasoning/critical thinking, argumentation, writing and presentational skills while also building comprehensive knowledge of their content area. Students in Communication Studies classes will be expected to read all assigned materials, write extensively, complete their own work, and engage in respectful interactions in the classroom.

Any instance of plagiarism will result (at minimum) in zero points for the assignment and be reported to the Office of Student Services. Do not take this lightly; plagiarism may also result in failing the class or being expelled from the university.

Please see the university policies on plagiarism;

http://catalog.eiu.edu/content.php?catid=21&navoid=7

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**Cell Phones:** Please turn off your cell phones and other electronic devices for the 50 minutes of class. Laptops may be used for class purposes only.

**The Student Success Center:** Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302.

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**Tentative Class Schedule**

The schedule is tentative and subject to change. Please refer to the content modules for up-to-date information and assignment due dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>To dos (always refer to the D2L modules for preparatory assignments due)</th>
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</thead>
<tbody>
<tr>
<td>Date</td>
<td>Assignment</td>
<td>Notes</td>
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<tr>
<td>8/21</td>
<td>Public Relations as Relationship Management</td>
<td>Read Ch.1, pp. 1-15</td>
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<tr>
<td>8/23</td>
<td>Relationship Management, Stakeholders and Publics</td>
<td>Prep #1</td>
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<tr>
<td>8/26</td>
<td>Relationship Management, Stakeholders and Publics</td>
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<tr>
<td>8/28</td>
<td>Relationship Management, Stakeholders and Publics</td>
<td>Prep #2</td>
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| 8/30  | Relationship Management, Stakeholders and Publics  
*Assign Case Brief #1* |                |
| 9/2   | **Labor Day**  
*No class* |                |
| 9/4   | Tactics of Audience Activation  
*Prep #3* |                |
| 9/6   | Legitimacy  
*Prep #4* |                |
| 9/9   | Legitimacy  
*Prep #4* |                |
| 9/11  | Identification & Identity  
*Prep #5* |                |
| 9/13  | Identification & Identity  
*Case Brief #1 Due* |                |
| 9/16  | Exam Review  
*Case Brief #1 Due* |                |
| 9/18  | **First Exam**  
*Assign Case Brief #2* |                |
| 9/20  | Framing  
*Assign Case Brief #2* | Prep #6        |
| 9/23  | Framing  
*Assign Case Brief #2* |                |
| 9/25  | Framing  
*Assign Case Brief #2* |                |
| 9/27  | Reputation and Image  
*Prep #7* |                |
| 9/30  | Reputation and Image  
*Prep #7* |                |
| 10/2  | Reputation and Image  
*Prep #7* |                |
| 10/4  | Trust  
*Prep # 8* |                |
| 10/7  | Trust  
*Case Brief #2 Due* |                |
| 10/9  | Trust  
*Case Brief #2 Due* |                |
| 10/11 | **Fall Break**  
*No class* |                |
| 10/14 | Exam Review  
*Case Presentations* |                |
| 10/16 | Excellence Theory  
Assign Case Briefs #3  
*Prep #9* |                |
| 10/18 | Exam Workday  
*Case Presentations* |                |
| 10/21 | **Second Exam**  
*Case Presentations* |                |
| 10/23 | Excellence Theory; Models of Communication  
*Case Presentations* |                |
| 10/25 | Presentation Workday & Consultations  
*Case Presentations* |                |
| 10/28 | **Case Presentations**  
*Case Presentations* |                |
| 10/30 | **Case Presentations**  
*Case Presentations* |                |
| 11/1  | **Case Presentations**  
*Case Presentations* |                |
| 11/4  | **Case Presentations**  
*Case Presentations* |                |
| 11/6  | Dialogue  
*Prep #10* |                |
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<tr>
<th>Date</th>
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<tr>
<td>11/8</td>
<td>Assign Comparative Case Analysis</td>
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<tr>
<td>11/11</td>
<td>Culture-Centered Approach</td>
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<tr>
<td>11/13</td>
<td>Activist PR</td>
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<td>11/15</td>
<td>Activist PR</td>
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<td>11/18</td>
<td>Crisis Communication</td>
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<td>11/20</td>
<td>Crisis Communication</td>
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<td>11/22</td>
<td>Crisis Communication</td>
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<td>11/25-1/29</td>
<td>Thanksgiving Break</td>
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<td>12/2</td>
<td>Crisis Communication</td>
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<tr>
<td>12/4</td>
<td>Crisis Communication</td>
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<tr>
<td>12/6</td>
<td>Exam Review and Semester Wrap-Up</td>
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<td>12/10</td>
<td>Exam #3 (final’s week – Tuesday)</td>
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