

**CMN 4920 Public Relations Case Studies and Theories – 3 CH – Fall 2022**  
**T&Th 11 a.m.-12:15 p.m., Buzzard Hall 2442**

Dr. Claudia Janssen Danyi

*Associate Professor*

**Contact:** You can get in touch with me by D2L email or by sending me a text message using GroupMe (search for - Dr. Claudia Janssen Danyi) M-F 8 a.m.-5 p.m.

**Student Hours:** W 11:30 a.m.-12:30 p.m., T & Th 12:30-2 p.m.

My student hours will be held in my office (BUZZ 2544, located on the second floor of Buzzard Hall in the School of Communication and Journalism Suite by the elevator above WEIU). Please wear a mask in my office.

You may request a virtual appointment by contacting me ahead of time. I prefer scheduling virtual (zoom) meetings or phone calls during my student hours.

### **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 & Weight**

### **Reading, Preparatory Assignments and Homework 30%**

For each reading assignment, you will respond to 2-4 reading questions.

### **Case Studies 30%**

#### **Case Briefs (2)**

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)**

You will present a case analysis to class (5-7 minutes).

### **Learning Check-Ins & Self-Evaluations 20%**

### **Attendance, Participation and Engagement 20%**

## **Grading Scale:**

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

## **Self-Evaluation and Grading**

Rather than focusing primarily on your grades, I want you to focus on fully engaging with this class and on your learning. Therefore, self-evaluations and -reflections are an important part of your course work. You will critically review and reflect on your work and progress to identify what you want to and need to improve (as well as to celebrate your progress). This is a critical skill in any workplace (and in life).

I will provide individual feedback on your major assignments to help you improve your knowledge and skills. This might also include asking you to make revisions and to resubmit. Note that you can make mistakes. It's okay not to get it right every time the first time. Indeed, to learn how to do anything well, you have to start somewhere. What matters for your success in this class is that you are committed to learning, putting in the work and improving your work.

With my feedback in hand, you will submit a self-evaluation and -reflection and suggest a grade for each assignment. Note that you will need to submit a self-evaluation to receive a grade on your assignment. Preparatory assignments, Check-Ins, and Self-Evaluations will be assessed for completion. Further, at the end of the semester, you will evaluate and reflect on your total contributions to our class and course work and suggest a final grade based on the guidelines provided. I will reserve the right to change your grade on the assignment and for the class, if necessary, but the goal here is for you to take charge and assess your work and progress.

## **Course Expectations, Policies, and Work**

### **Attendance, Participation, and Tardiness:**

- You are a vital part of this class, and I look forward to your contributions to our class

discussions and activities!

- I want you to do well in this class. Attendance is key to that. We will take attendance at the beginning of each class, and you will consider your attendance record and participation as part of your final self-evaluation.
- If you are ill or have COVID-like symptoms please don't come to class and just let me know that you can't come.

### **Readings:**

- You will be asked to complete regular reading assignments. In order learn and complete the case analyses as well as 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 preparation time for learning check-ins.
- 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 studies. Therefore, it is essential that you ask any questions you might have in class. Additionally, you are always welcome to consult me during student 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. To receive feedback and 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.
- Completing the reading questions is expected.
- 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.

**Late Work:** On-time submission is expected. If you ever encounter circumstances that prevent you from submitting an assignment on time, it is crucial that you contact me before the deadline.

### **Miscellaneous**

**COVID -** The University asks all of us to take precautions to prevent the spread of COVID-19. EIU's policy is intended to protect all of us on campus, as well as the community, your roommates, and loved ones at home. Students should not attend class if they are ill and should consult the student health clinic if they have any COVID-19-like symptoms. EIU's COVID-19 campus practices include face coverings when and where appropriate (or required by the CDC or

Illinois Department of Public Health), avoiding campus if sick, social distancing, and hand washing, all of which are based on the best available public health guidance. Everyone in the campus community is responsible for following practices that reduce risk. Accommodations for instruction and make-up work will be made for students with documented medical absences according to [IGP #43](#). Visit [EIU COVID-19](#) for information and policy updates.

**Students with disabilities-** If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by McAfee Gym, Room 1210, or call 217-581-6583 to make an appointment.

**Academic integrity-** Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

**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](http://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 McAfee Gym, Room 1301.

**Student Well-Being -** EIU is committed to supporting and advancing the mental health and well-being of our students. Students may experience stressors that can impact both their academic experience and their personal mental health and well-being. These may include academic pressure and challenges associated with relationships, anxiety, depression, alcohol or other drugs, identities, and finances. If you are experiencing concerns, seeking help is a courageous thing to do for yourself and those who care about you. Attached to the syllabus is a list of available campus resources to assist with student well-being.

### **Tentative Class Schedule**

The schedule is tentative and subject to change. Please refer to the content modules on D2L for up-to-date information and assignment due dates

8/23	Introductions to class	Major Assignment Deadlines
8/25	Public Relations as Relationship Management	
8/30	Mapping Stakeholders	
9/1	Publics & Situational Theory of Publics <i>Assign Case Brief #1</i>	
9/6		
9/8	Tactics for Audience Activation	
9/13	Legitimacy	
9/15	Legitimacy Case Study	

9/20	Identification & Identity Case Study	<b>Case Brief #1 Due (post on the D2L discussion board)</b>
9/22	<b>Learning Progress Check-In</b>	
9/27	Framing	
9/29	Case Study Framing <i>Assign Case Brief #2</i>	
10/4	Reputation and Image	<b>Case Brief #1 Self-Evaluation DUE</b>
10/6	Reputation and Image	
10/11	Excellence Theory; Role of P	
10/13	Excellence Theory; Models of Communication <i>Assign Case Presentation</i>	<b>Case Brief #2 Due</b>
10/18	Trust	
10/20	Trust	
10/25	<b>Learning Progress Check-In</b>	
10/27	Case Presentations	
11/1	Case Presentations	<b>Self-Evaluation Case Brief #2 DUE</b>
11/3	Case Presentations	
11/8	ELECTION DAY	
11/10	Activist PR <i>Assign Case Comparison</i>	
11/15	Activist PR	
11/17	Case Comparison Work Day & Consultations	<b>Self-Evaluation Case Presentation Due</b>
11/21-11/25	THANKSGIVING BREAK	
11/29	Crisis Communication	<b>Case Comparison DUE</b>
12/1	Crisis Communication	
12/6	Crisis Communication	
12/8	Crisis Communication	
12/12-16	<b>Finals Week</b>	<b>Final Self-Evaluation and Reflection DUE</b>