PR 601 Capstone
Spring 2012
MWF 3:10-4:10
OM 307

Mrs. Dee Natale
TC 403
Hrs. 12:30-1:30 M/W
And by appointment

As a function of the educational process, your professors have seen you work in many contexts. We have seen you read and listen to lectures; we have seen you discuss ideas in class; we have seen you work in small groups; we have seen you make individual and group presentations; we have read reports of your success in working with others during your internship. Now, we will see how you work for an extended period of time on several different projects with minimal supervision. Much of what you will be able to accomplish in public relations will depend on your ability to do research on your own, to understand the problems, to propose solutions and test them, and then to present the solutions in an effective manner. This, of course, has to be done day-in and day-out with no one congratulating you for doing what is expected of you. This is probably what Woody Allen meant when he said: "Most of life is just showing up."

During the first half of this semester, you will read, study and dissect existing case studies featured in the text *Public Relations Cases,* Ninth edition. In much the way an attorney learns the precedent for a variety of cases he or she may face in the future, you, as public relations specialists will become experts in understanding and citing examples of triumph and failure in crisis situations.

During the second half of the semester, you will isolate a company that has a public relations problem or opportunity, research the company and the problem or opportunity, and produce a finished case study evidencing or suggesting the company's response to the problem or opportunity. **This is a project-oriented independent study during which you will produce a case study that will be professional enough to merit publication.**

As you learned in PR 302 Research, public relations strategists never work on just one project before moving to the next assignment. The nature of public relations requires flexibility and the ability to juggle more than one ball in the air (sometimes while moving very quickly through roadblocks along the way). Therefore, it should come as no surprise to you that you will also be working on a service-learning

project throughout the semester. You may be relieved to learn that you will be assisted in this project by students in the PR 302 Research class. You will receive further details about the project during the third week of classes.

Class Requirements:

Attendance: More than three absences will lower your grade by at least one step.

Reporting: During the extended period of independent research and writing, you will report your progress to me on a weekly basis. You **WILL NOT** report that you haven't done anything since your last report.

Current Events: The ability to actively participate in discussion of current events, particularly related to the case studies in the text, will determine a portion of your class participation grade. In addition, quizzes may include information from these discussions.

Dress: You will dress in **business attire** with the exception of "casual Fridays" during which you may wear business casual attire. Presentations require business attire.

Grades:

In-class exercises, quizzes and class participation = 30%

Service learning project = 20%

Midterm = 20%

Final case study = 30%

Course Objectives:

Students should be able to demonstrate the following skills:

1) Write persuasively, in a variety of formats, for a variety of media
2) Use diverse research methods and analyze data to develop and support various PR functions
3) Apply PR strategies and tactics to solve problems creatively
4) Use PR principles and practices to guide management effectively and ethically
5) Practice oral communication skills professionally in a variety of situations.

Note: This syllabus is subject to change based on class progress

W	1/18	Introduction/overview
F	1/20	Chapter 2 *Research* (12-24)
M	1/23	Chapter 2 (24-44)
W	1/25	Chapter 3 *Media Relations* (49-61)
F	1/27	Case Study 3-2 (National Civil Rights Museum)
M	1/30	Chapter 4 *Social Media* (92-104)/**Service learning guidelines**
W	2/1	Case studies 4-1 and 4-3 (Doritos and One-Second Ad)
F	2/3	Chapter 5 *Internal Communications* (132-137)
M	2/6	Case Study 5-2 (Adoption)/**Final project guidelines**
W	2/8	Chapter 6 *Community Relations* (160-165)
F	2/10	Case Study 6-3 (Animal Society)/Final project groups
M	2/13	Chapter 7 *Public Affairs and Govt. Relations* (193-205)
W	2/15	Case Study 7-2 (Two Hospitals)/Service learning reports due
F	2/17	Chapter 8 *Investor & Financial Relations* (225-229)
M	2/20	Case Study 8-3 (Debt Diva)
W	2/22	Chapter 9 *Consumer Relations* (256-261)/**Final project proposal due**
F	2/24	Case Studies 9-1 and 9-2 (Haagen-Dazs and Hallmark)
M	2/27	Chapter 10 *International Public Relations* (280-285)/Final project groups
W	2/29	Case Study 10-2 (Largest Human Pink Ribbon)
F	3/2	<u>Midterm</u>
3/2 – 3/11		**Spring Break**
M	3/12	Designing case studies
W	3/14	Group meetings (classroom)

F	3/16	Group meetings
M	3/19	Group meetings (classroom)
W	3/21	Service learning activity
F	3/23	Group meetings
M	3/26	Final case study progress report (Select groups)
W	3/28	Final case study progress report (Select groups)
F	3/30	Group meetings
M	4/2	Conferences (Select groups)
W	4/4	Conferences (Select groups)
4/5 – 4/9		**Easter Break**
T	4/10	Group meetings (Monday classes meet)
W	4/11	Group meetings (Classroom)
F	4/13	Service learning activity
M	4/16	Service learning activity
W	4/18	Group meetings (Classroom)
F	4/20	Service learning reports due
M	4/23	Final project reports due
W	4/25	Undergraduate Research Symposium
F	4/27	Group meetings
M	4/30	Group meetings
W	5/2	Case studies due
F	5/4	Conferences
T	5/8	Final case study presentations (11:30-2)

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