

Tulane University, School of Continuing Studies

Syllabus

Public Relations Campaigns (MDAR-361-01)

Fall 2007

Instructor

Cyril Guerrero, APR

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Text

Adventures in Public Relations: Case Studies and Critical Thinking by David W. Guth and Charles Marsh. Boston, Mass.; Allyn and Bacon, 2005.

Prerequisite

MDAR 261, Principles of Public Relations (formerly MDAR 301)

Course Overview

Using actual campaigns and events as models, this course examines the development of public relations strategies along with the tactical communications and actions that were instituted to achieve organizational goals. Public relations programs directed toward employees, the news media, the community, the consumer, governmental officials and agencies, stockholders and other relevant groups are included in the course.

Course Objectives

- Reinforce basic principles of public relations.
- Through analysis of contemporary and classic case studies, illustrate how public relations strategies and tactics are molded into campaigns to produce desired business and organizational results.
- Expose students to public relations professionals and their experiences through the professionals' visits to class.
- Engage students in analysis of actual public relations programs and development of theoretical public relations activities to produce effective campaigns.

Course Outcomes

Upon successful completion of this course, students should be able to:

- Identify an organization's key constituencies and the factors that create their affinity toward or discord with the organization.
- Conceptualize positions and approaches by the organization that help to strengthen its existing favorable constituencies, develop new favorable constituencies and reduce unfavorable constituencies.
- Formulate strategies and tactics for implementation by the organization to sustain existing constituency support and gain additional support from current and new constituent groups.

Course Information

- Class convenes Sept. 4, 2007 to Dec. 4, 2007, on Tuesdays from 5:45 p.m. to 8:30 p.m. at the Tulane Uptown campus. The final exam will be Dec. 11, 2007.
- As this is a media arts course, students are expected to follow local and world news so they can participate in class discussions of current public relations issues drawn from the media.
- Class participation and attendance are strongly encouraged. For absences that are unavoidable, please call in advance or inform me at a prior class to request an excused absence.
- Guest speakers will be invited to classes to present real-world public relations case studies. They will recount problems or situations they encountered and public relations strategies they used to address them.
- Study materials to supplement the text will be provided from case studies, including some that have earned recognition in the "Silver Anvil" and "Bronze Anvil" awards programs of the Public Relations Society of America.
- The Blackboard communication system will be used for announcements from the instructor, for sharing of certain course materials and for other purposes as needed. Each week, items posted through Friday become eligible as class material for Tuesday of the next week.
- Tests come directly from the text, instructor lectures, classroom discussions, guest speakers and current events.
- As the semester progresses, each student is expected to demonstrate his or her understanding of public relations concepts and practices by delivering two oral reports on analyses of public relations situations. These situations may be from the student's personal experience or they may be culled from the news media or from another widely recognized public source.
- Toward the end of the semester, each student is expected to present a comprehensive written analysis and in-class oral report concerning a public relations-oriented case study selected by the student from an established news media source. Each selection must be approved in advance by the instructor. Detailed information on selection criteria, format and project specifications will be provided in class.

- Please be on time, and please **turn off or silence cell phones and beepers.**

Accommodations

Accommodations can be offered to students with registered disabilities. For further information, please contact the Office of Disability Services (ODS), a part of the Center for Educational Resources and Counseling (ERC). Phone: (504) 862-8433. Confidential Fax: (504) 862-8435.

Grading

10 percent -- Class discussion of cases and current events
15 percent -- Scheduled situation analysis oral reports
20 percent -- 1st Test
20 percent -- 2nd Test
15 percent -- Comprehensive Case Presentation and Paper
20 percent -- Final exam
100 percent

Code of Academic Conduct

Academic dishonesty in any form will not be tolerated. Students are expected to be familiar with the Code of Academic Conduct (Honor Code) and its provisions.

Of particular note:

Collaboration -- Oral reports, writings and tests are to be prepared and completed by each student individually. Collaboration should be limited to discussions of subject matter, issues and case studies in and outside of class.

Plagiarism -- Plagiarism is taking someone else's work and using it as your own without attribution. It is grammatical theft. Students sometimes use material in their research papers but mistakenly neglect to state the attribution. If you take a quote from a book, newspaper, magazine, website, television broadcast, etc., you must name the author, footnote it properly in your paper and list it in your bibliography. If you find information and rephrase it in your paper - even if it's not a direct quote - you must attribute it by footnote. If in doubt, consult the Code of Academic Conduct and its insert titled, "Acknowledging Sources in Academic Work."

Schedule

(Note: As guest lectures are scheduled, chapter assignments may be necessarily postponed to a later week.)

Class sessions will typically include discussions of current events and the public relations implications arising from them.

Sept. 4	<p>Explain course; distribute syllabus; review calendar; describe text, facilitate student introductions.</p> <p>Overview of the Public Relations function.</p> <p>Structuring individual Public Relations components into a cohesive campaign.</p> <p>Text chapter: 1 -- The World of Public Relations, and Glossary (selected entries of particular significance)</p>
Sept. 11	<p>Using case study analysis as an instructional tool.</p> <p>The Public Relations Planning Grid</p> <p>The importance of ethical practice and awareness of Public Relations' role in improving our society.</p> <p>Text chapters: 2 -- Analyzing Case Studies, and 11 -- Ethics and Social Responsibility</p>
Sept. 18	<p>A review of Public Relations campaigns with varied origins, some from an internal public perspective and some from an external public perspective.</p> <p>The crossover effect of internal campaigns on external publics, and of external campaigns on internal publics.</p> <p>Text chapters: 3 -- Employee Relations, 4 -- Member Relations, and 6 -- Media Relations</p> <p>Supplemental material: Analysis of case studies from the Public Relations Society of America (PRSA) awards competition.</p>

<p>Sept. 25</p>	<p>Public Relations campaigns focused on particular external publics, some primarily for creating or sustaining positive impressions and some in support of commercial pursuits such as product sales.</p> <p>Text chapters: 7 – Community Relations, and 8 – Consumer Relations</p> <p>Supplemental material: Analysis of case studies from the Public Relations Society of America (PRSA) awards competition.</p> <p>Early semester review.</p>
<p>Oct. 2</p>	<p>Test No. 1 – (portion of class) This test will include material covered through Sept. 25.</p> <p>Public relations campaigns with focus on the financial community.</p> <p>Text chapter: 5 -- Investor Relations</p>
<p>Oct. 9</p>	<p>Return and review of Test No.1.</p> <p>Student oral reports -- individual analysis of public relations situations. (Additional details in Course Information above and will be delivered in class.)</p>
<p>Oct. 16</p>	<p>Public Relations campaigns in the political arena.</p> <p>Text chapter: 12 – Political and Public Policy Communications</p> <p>Review of supplemental case studies involving local, state and regional organizations.</p> <p>Comparison of these cases to the broader cases presented in the text and in PRSA materials.</p>
<p>Oct. 23</p>	<p>Public Relations campaigns that address crisis situations.</p> <p>Text chapter: 13 – Crisis Communications</p> <p>Supplemental material: Analysis of case studies from the Public Relations Society of America (PRSA) awards competition.</p>

Oct. 30	<p>Deadline for instructor approval of students' comprehensive case study selections. (Additional details in Course Information above and will be delivered in class.)</p> <p>Public Relations campaigns that reflect emerging opportunities or technologies.</p> <p>Text chapters: 9 – Business-to Business Relations, 10 – Cross-Cultural and International Relations, and 14 – Cyber-Relations</p> <p>Semester segment review.</p>
Nov. 6	<p>Test No. 2 – (portion of class) This test will include material covered from Oct. 2 through Oct.30.</p> <p>Making Public Relations an integral part of organizational character.</p> <p>Supplemental material: Case studies from various sources.</p>
Nov. 13	<p>Return and review of Test No.2.</p> <p>Student oral reports -- Individual analysis of public relations situations. (Additional details in Course Information above and will be delivered in class.)</p>
Nov. 20	<p>Review of supplemental case studies involving local, state and regional organizations.</p> <p>Comparison of these cases to the broader cases presented in the text and in PRSA materials.</p>
Monday, Nov. 26	<p>Deadline for student comprehensive case studies to be submitted in written form by email to instructor.</p>
Nov. 27	<p>Student comprehensive case study oral presentations made in class.</p>
Dec. 4	<p>Semester review</p>

Dec. 11	Final Exam (Comprehensive examination of all material covered in the semester.)
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Websites that are interesting and helpful

School of Continuing Studies website <http://www.tulane.edu/%7Euc/>

Media Arts website http://www.tulane.edu/~uc/degrees_programs/media.htm

Public Relations Society of America website ... <http://www.prsa.org>

International Association of Business Communicators website <http://www.iabc.com>

This syllabus is a **fluid** document and subject to change at instructor's discretion with notice.

I wish you success in this course!