

MCOM 4363 – Public Relations Case Studies (Seminar)
M/W 3:30 p.m. – 4:55 p.m.
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Office Hours: M/W 2:30 p.m. – 3:30 p.m. and by appointment

Course Description: Public Relations Case Studies Seminar walks through the PR world industry by industry via real-world cases, by exploring and discussing the traits, needs, targets, barriers, opportunities, potential risks, and tools of multiple fields for different types of PR clients.

Student Learning Outcomes: By the end of this course, students will be able to:

1. Develop Strategic Thinking: Demonstrate the ability to think strategically in the realm of public relations by analyzing complex communication challenges, formulating effective PR strategies, and anticipating potential outcomes.
2. Understand Diverse PR Practices: Understand and appreciate the nuances of public relations across various industries, gaining insights into how PR practices differ based on unique contexts, stakeholders, objectives, and potential crises.
3. Analyze Case Studies: Analyze a wide range of real-world PR case studies, identifying key communication strategies, crisis management techniques, and stakeholder engagement approaches employed by organizations.
4. Apply Historical and Classic Cases: Apply lessons from historical and classic PR cases to contemporary scenarios, synthesizing insights from past successes and challenges to inform modern PR strategies.
5. Adapt to Local Markets: Critically assess and adapt PR approaches from different markets and cultural contexts to suit local and global environments, demonstrating cultural sensitivity and adaptability in communication strategies.
6. Critically Evaluate PR case: Assess the success and impact of PR campaigns by evaluating key performance indicators, reputation management, and stakeholder perceptions, and propose strategic adjustments.
7. Professional Presentation: Effectively communicate PR strategies and outcomes through clear, persuasive presentations and written reports, demonstrating professional communication skills essential for the field.

Course Requirements and Recommends

1. **PR Case Websites:**
<https://www.prsa.org/>
<https://instituteforpr.org/>
<https://www.prweek.com/>
<https://www.provokemedia.com/>

- <https://www.campaignlive.co.uk/>
- <https://adage.com/>
- <https://www.canneslions.com/>
- <https://www.holmesreport.com/events-awards/sabre-awards>
- <https://globalprweekawards.com/>

2. **Social media trends and buzz:** Twitter, TikTok, Instagram, Reddit, etc.
3. **Documentary:** 80s: The Decade That Made Us; Rewind The 90s
4. **Brands and companies:** P&G, L’Oreal, Pampers, Chevrolet, Louis Vuitton, Coca-Cola, Sony, Nike, Google, Chase, Apple, TikTok, etc.

Evaluation and Grade Calculation

Assignments	Percentage of Final Grade
Weekly current case analysis	45%
Group Presentations & Lead Discussion	40%
In-class Participation	15%

Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

1. Weekly current case analysis (45%)
 - a. Throughout the semester students will write a one-page current event analysis paper (3 pts for each week). The event must happen within two months, and the analysis will include an event overview, an analysis of objectives, strategy, tactics, and your comments. The picked case will give the student one extra point. The case must upload to Canvas every Thursday.
2. Group Presentation and Lead Discussion (40%)
 - a. Classic PR case study (20 pts)

On each Wednesday through W2 to W8, per group present a historical PR case from the last century. The presentation and discussion will be 40 mins long, covering case overview, significance, situational analysis, objective, strategy, tactics, and **the adaptation to current days**. During the presentation week, each group should send a draft to the professor by Monday of the week, revise the slides by integrating the in-class discussion after the presentation, and upload the finalized slides to Canvas by Oct. 20.
 - b. International PR case study (20 pts)

On each Wednesday through W9 to W15, per group present an International PR case from the last century. The presentation and discussion will be 40 mins long, covering case overview, significance, situational analysis, objective, strategy, tactics, and **the adaptation to the U.S. markets**. During the presentation week, each group should send a draft to the professor by Monday, and upload the finalized slides to Canvas by Friday Dec.8.

3. In-class participation (15 pts)

Class discussion and questions are highly encouraged and appreciated.

Classroom Policies and Expectations

- A. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.
- B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
- C. Treat each other with respect and display common classroom courtesies.
 - 1. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.
- D. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
- E. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
 - 1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.
- F. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it. I cannot help you or fix the problem if I am unaware of it.
- G. Hold me to the same standards and expectations that I hold you to.

Attendance Policy

- A. Students are expected to attend class during each scheduled meeting. If you miss a meeting, it is your responsibility to make up anything you may have missed outside of meeting times, such as completing in-class activities at home, getting any material that may have been handed out during class, and ensuring you are aware of anything that may have been assigned or discussed. Additionally, if you miss a class and want lecture notes, you are responsible for getting these from a classmate (with the exception of special accommodations set up through the university). I will not be recording lectures or utilizing zoom at all this semester.
- B. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second course meeting.

Assignment Policy

- A. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
 - a. For many assignments, **not all**, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a deduction in points. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
- B. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. You are required to utilize APA (American Psychology Association) format for any assignment that requires the utilization of outside sources and AP (Associated Press) format for all photo captions/journalistic stories.
- F. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC, .DOCX, PPT, PPTX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- G. Assignments will be discussed in class, students will be given a course schedule, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, and each due date

will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your responsibility to be aware of what is coming up due and to stay on top of your assignments.

H. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. **A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.**

- a. In addition to UT Tyler’s Student Conduct and Discipline policy, plagiarism/cheating includes the use of materials previously submitted in my classes or other professors’ classes. I expect you to submit original work created specifically for this class during this semester.
- b. All work (written, photos, videos, etc.) will be examined utilizing plagiarism detection software.

Course Schedule

Date	Agenda	Due
Week 1		
M 8/21	<u>Course introduction</u> <ul style="list-style-type: none"> Syllabus Schedule Assignments 	
W 8/23	<u>Lecture: Strategic Thinking</u> <u>Current event discussion (Professor-led)</u>	-Group list and order determination -Weekly current case analysis (8/24)
Week 2		
M 8/28	<u>Lecture: PR goals and objectives</u>	
W 8/30	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 3		
M 9/4	<u>Labor Day holiday</u>	
W 9/6	<u>Lecture: New trends in PR and marketing</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (9/7)
Week 4		

M 9/11	<u>PR for FMCG</u>	
W 9/13	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (9/14)
Week 5		
M 9/18	<u>PR for Food & Beverage</u>	
W 9/20	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 6		
M 9/25	<u>PR for Electrical& High-tech</u>	
W 9/27	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 7		
M 10/2	<u>PR for Fashion & Beauty & Luxury</u>	
W 10/4	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 8		
M 10/9	<u>PR for Automobiles</u>	
W 10/11	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 9		
M 10/16	<u>PR for Baby Products</u>	
W 10/18	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Finalized slides of classic PR case study submission (10/20)

		--Weekly current case analysis (8/24)
Week 10		
M 10/23	<u>PR for Sports</u>	
W 10/25	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 11		
M 10/30	<u>PR for Travelling</u>	
W 11/1	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 12		
M 11/6	<u>PR for Education</u>	
W 11/8	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 13		
M 11/13	<u>PR for Healthcare</u>	
W 11/15	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 14		
Thanks Giving Week		
Week 15		
M 11/27	<u>PR for Finance</u>	
W 11/29	<u>Current event discussion (Professor-led)</u> <u>Group presentation and lead discussion (Student-led)</u>	-Weekly current case analysis (8/24)
Week 16		
M 12/4	<u>Group presentation and lead discussion (Student-led)</u>	
W 12/6	<u>No class</u>	--Weekly current case analysis (8/24) -Finalized Slides of International PR case study submission (12/8)

