



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

**Professor:** Mr. Garrett Walker

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**Office:** CA 42

**Office Hours:**

MWF 9-9:50; 12-12:50

\*and by appointment

**Course Title:** COMM 435 Public Relations Cases

**Course CRN # 20287, Section 01, Credit Hours 3**

**Semester Taught:** Spring 2019

**Room Number:** M01

**Course Time:** 1:00-1:50

**Text requirements:**

**Swann, P. (2014).** *Cases in public relations management: the rise of social media and activism* (2<sup>nd</sup> ed.)  
New York: Routledge, Taylor & Francis Group.

**Course Description/Rationale:**

In this course students will explore a variety of public relations problems using the case study approach.

**Concord University Educational Goals:**

Skills- Proficiency in interpreting data, integrating information, formulating ideas, thinking critically, and communicating with others, as demonstrated by the following competencies:

- An ability to analyze, synthesize, and integrate elements, information and ideas.  
(\*assessed by the Case Study Presentation)

## **Learning Outcomes:**

- 1) Analyze and discuss public relations case studies to determine the best/worst practices in the public relations industry.
- 2) Understand the role of ethics when working as a public relations professional.
- 3) Utilize prior knowledge from communication theory courses to think critically when presented with public relations case studies.

## **Course Requirements**

**Grades will be calculated on a 1000 point scale.**

**Case Assignments:** Throughout the semester students will be asked to present case studies to the class and complete assignments based on current events. A schedule will be provided. (300 points)

**Quizzes-** To ensure that you are learning course content there will be chapter quizzes throughout the semester. (150 points)

**Case Reaction Papers-** Writing case reaction papers allows students to analyze a case study, apply knowledge gained from research, and draw conclusions about how to respond as a public relations professional to a situation. (150 points)

**Case Presentation-** Towards the end of the semester students will be asked to do a case study presentation using the Harvard Case Study Method. Students will chose a case that is not in the course textbook or that has not been covered in the course. (150 points)

**Class Participation/Attendance-** This is the easy part! Show up and actively participate in class. (100 points)

**Final Exam-** Their will be a final exam in the course during finals week. We will review for the exam on the last day of class and a study guide will be provided. (150 points)

### **Grade Scale:**

- A- 1000-900**
- B- 890-800**
- C- 790-700**
- D- 690-600**
- F- 590 and below**

### **Make-up /Late Work Policy**

- Quizzes can't be made up unless you have an excuse approved by the university.
- Late work will not be accepted without a university approved excuse. All work must be submitted on the day it is due.
- When you miss class it is your responsibility to contact me to see what you missed and if anything is due for the next class period.

## **Accessibility/Accommodations:**

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

## **Academic Dishonesty**

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

## **Concord University Honor Code**

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

*"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."*

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

## **Class Attendance Policy**

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

## **Emergency Alert System**

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

## **Emergency Information**

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to:

<http://www.concord.edu/administration/office-public-safety>.

## **Inclement Weather Policy**

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

### University Closure

No students or employees are to report.

### Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

### Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

*\*Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

## **Student Conduct**

- Interact productively and respectfully during class discussions and activities. Any behavior that disrupts the class will not be tolerated! Texting, belligerence, personal attacks, demeaning comments, or having emotional outbursts is inappropriate! If I am unable to conduct class due to the types of disruptions above (or any other kind) you will be asked to leave the classroom. If the disruptive behavior continues you will be dismissed from the course. The grade recorded in case of dismissal for conduct is an F.
- Do not be late for class. I don't like to repeat things over and over and you don't need to miss information since you paid for it when you paid for tuition.
- Academic dishonesty will not be tolerated. Do your own work!

## **Technology Services**

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail [cuhelpdesk@concord.edu](mailto:cuhelpdesk@concord.edu).

## **Syllabus Disclaimer**

**"This syllabus is subject to change based on the needs of the class. Please check it regularly."**

## **Miscellaneous:**

- Feel free to come and see me at any time about the course during my office hours.
- All work completed outside of class must be typed.
- Please use standard fonts when typing assignments.
- I look forward to being your instructor this semester!