

**Eastern Illinois University**

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**From the Selected Works of Rashmi Thapaliya**

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Fall 2020

# CMN 4920-PUBLIC RELATIONS CASE STUDIES AND THEORIES

Rashmi Thapaliya, *Eastern Illinois University*



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Available at: <https://works.bepress.com/rashmi-thapaliya/5/>

# CMN 4920-PUBLIC RELATIONS CASE STUDIES AND THEORIES FALL 2020 SYLLABUS

Instructor: Rashmi Thapaliya, Ph.D.

Time: August-December (Online)

Credit Hours: 3

E-mail: [rthapaliya@eiu.edu](mailto:rthapaliya@eiu.edu)

Office Hours: Monday and Tuesday 1-2:30 p.m. Wednesday 1-2 p.m. ([Virtual Email/Zoom](#))

**Text:** Swann, P. (2014). Cases in public relations management (2<sup>nd</sup> Edition). New York: Routledge.

**Course Overview:** This course enhances students' understanding of public relations by providing a sophisticated presentation of public relations theory and discussing real world examples in which that theory is applied. The course focuses on developing the analytical skills necessary to evaluate public relations programs, campaigns, and communication practices by building on the students' knowledge of public relations theories, strategies, goals, tactics and techniques.

## **Course Objectives:**

- Explain contemporary theories of public relations and their application to public relations practices
- Analyze and critique public relations tactics, techniques, and campaigns
- Differentiate the effects of contemporary theories of public relations on understanding public relations practice
- Explain the ethical implications of public relations practice through real world examples

**Online Format:** This class takes place 100% online. **It requires you to complete one module per week (which you can find under the content tab).** You will need to carefully review all instructions for each module on D2L at the beginning of each week, so that you can independently complete all tasks by all deadlines. The deadlines for each task will be posted on D2L, and it is your responsibility to keep track of them. If you are ever unsure, please don't hesitate to contact me.

You need to schedule enough time for each module. You will not be able to complete a module in just one sitting. Make sure to allocate enough time to read all the materials posted on D2L before starting the assignment for each module. I highly recommend logging in to D2L and checking your D2L email and newsfeed regularly to receive all updates regarding our class.

**Tech Requirements:** For this class you will need:

- Stable internet access
- An internet browser that runs D2L and its features
- Software that allows you to read PDF and .doc files

**Tech Support:** For problems with D2L and other software used in this class, contact EIU's Technology Support (<https://www.eiu.edu/panthertech/>) at (217)581-HELP

## **Class Policies**

### **Communication with the Professor**

Please use your university email to communicate with the professor. Please, please, please talk to me at any time if you have questions or concerns. I am here to help, but if you don't ask me, I can't help you.

All electronic communication should be professional. If you decide to communicate with the professor via email, you should:

- use only professional email (nothing like [donotcallme@yahoo.com](mailto:donotcallme@yahoo.com)),
- always use the following subject line: PR CASE STUDIES: MAIN REASON YOU ARE WRITING,
- have a professional greeting,
- include your full name, class (PR Case Studies) in your email,
- write email as you were to write an actual letter (use a standard greeting, clearly state the purpose of your email in the lead, choose words carefully, etc.), and
- be **SHORT**, professional, and respectful.

A grammatically correct, organized short email is a simple and effective way to show your respect and professionalism. **I reserve the right NOT to answer any emails that do not meet these requirements.** Any emails on weekdays will be answered within 48 hours. Weekend emails will be answered on the next weekday of classes (i.e., if there is a school holiday on Monday, the email will be answered on Tuesday).

### **Late work policy**

Deadlines are critical in public relations and therefore they will also be critical in this class. A late penalty of 20% deduction will be applied for late assignments (for 48 hours after the deadline). Late assignment will not be accepted after that and you will get 0 for the assignment. It is your responsibility to get your assignments done on time, please **DO NOT** expect me to grade your assignments after you have missed the deadlines.

### **Plagiarism and Cheating**

For information on Eastern's policy on plagiarism and academic dishonesty, please check EIU's current Academic Regulations in the undergraduate catalogue.

You are responsible for knowing the university policy on what constitutes academic dishonesty. Here is the short version: **ALWAYS** give credit—I will assume that everything you turn in (unless otherwise noted) is your own personal work, not borrowed

work or group-created work.

**It is important to remember that plagiarism is not based upon intent.** Just because it wasn't intentional or it was an accident does not mean that it was not plagiarism. It is! If you turn in something without giving credit to others whose ideas or words you used, you will definitely receive a 0 for the assignment; additional consequences can include failure of the course and even expulsion from the university. If you collaborate with someone else on an assignment and turn in substantially similar work, you are both guilty of plagiarism. If you turn in something written by someone else, expect to fail the course and be reported to the Dean of Students. Do your own work. Give credit where credit is due.

### **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.

### **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.

### **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.

### **Discussion Etiquette**

Eastern Illinois University (EIU) is committed to open, frank, and insightful dialogue in all of its courses. Diversity has many manifestations, including diversity of thoughts, opinion, and values. We encourage all learners to be respectful of that diversity and to refrain from inappropriate commentary. Should such inappropriate comments occur, faculty will request that inappropriate content be removed and will recommend university disciplinary action. Learners as well as faculty should be guided by common sense and basic etiquette. The following are good guidelines to follow:

- Never post, transmit, promote, or distribute content that is known to be illegal.
- Never post harassing, threatening, or embarrassing comments.
- If you disagree with someone, respond to the subject, not the person. Conflict of ideas are encouraged, while conflicts of feelings are discouraged.
- Never post content that is harmful, abusive; racially, ethically, or religiously offensive, vulgar; sexually explicit; or otherwise potentially offensive.

## **Response Time**

I will respond to your emails within 24 hours during weekdays (Monday to Friday afternoon). I will respond to your weekend emails on Monday. I will grade your assignments and posts within 10 days of the due date.

## **Assignments**

*Exams* – There will be two exams throughout the semester. The final exam will be comprehensive.

*Quizzes*- There will be 7 quizzes throughout the semester. The quizzes will cover the materials presented during a class/week and chapter/s assigned to read. One quiz with the lowest grade will be replaced with full points at the end of the semester.

*Discussion Board*-You need to post and reply on discussion board each week on the materials covered that week.

*Case discussion leader*- Each of you will engage your classmates in a discussion that re-emphasizes a key concept, idea, or interesting aspect of the assigned case. Case Discussions will take place via Zoom or D2L Collaborate. Details will be will be posted on D2L.

*Case discussion participation*-You are required to actively participate in the case discussion. If you make no contribution or do not take part in the case discussion, then you will get a 0 for the participation that day. You need to make at least one meaningful comment to get the points for the day. Please do not ask me for more points than you have earned as a discussion participant. Discussion will take place via Zoom or D2L Collaborate. More details will be posted on D2L.

*Case Briefs*- Students must turn in two written case briefs during the semester. Case briefs should be 4-5 pages in length (not including citations), typed and double-spaced.

*Current event presentation*- Details on the assignment will be will be posted on D2L.

## **Point Distribution**

### **Grading**

This class will be based on a system of 820 points.

|                                |            |
|--------------------------------|------------|
| Exam 1                         | 100 points |
| Exam 2                         | 100 points |
| Discussion Boards              | 170 points |
| Case discussion lead           | 100 points |
| Case discussion participation  | 80 points  |
| Current event presentation     | 100 points |
| Case Briefs (2@50 points each) | 100 points |
| Quizzes (10 pts each)          | 70 points  |

### **Grading Scale**

A (100-90%)

B (89-80%)

C (79-70%)

D (69-60%)

F (59-0%)

### Tentative Class Schedule

| Week             | Topic   | Reading and Assignments                    |
|------------------|---|--|
| 1 (8/24-30)      | Class Introduction<br>Introduction Chapter              | Chapter 1                                  |
| 2 (8/31-9/6)     | PR Ethics and Excellence Theory                         | Chapter 2                                  |
| 3 (9/7-9/13)     | Relationship Management Theory                          | Case Brief#1 Assigned                      |
| 4 (9/14-9/20)    | <b>Cases Discussions</b>                                |  |
| 5 (9/21-27)      | Media Relations and<br>Indirect/Direct Effects theories | Chapter 4<br><b>Case Brief#1 Due</b>       |
| 6 (9/28-10/4)    | Activism  | Chapter 6                                  |
| 7 (10/5-10/11)   | <b>Cases Discussions</b>                                |  |
| 8 (10/12-10/18)  | <b>Mid Term Take Home Exam</b>                          |  |
| 9 (10/19-10/25)  | Corporate Social Responsibility                         | Chapter 3<br>Case Brief #2 Assigned        |
| 10 (10-26-11/01) | Reputation Management                                   |  |
| 11(11/2-11/8)    | <b>Cases Discussions</b>                                | <b>Case Brief#2 Due</b>                    |
| 12 (11/9-11/15)  | Cultural and Other<br>Considerations                    | Chapter 10                                 |
| 13 (11/16-11/22) | <b>Cases Discussions</b>                                | Current Event<br>Presentations Assigned    |
| 14(11/23-11/29)  | <b>THANKSGIVING BREAK</b>                               |  |
| 15(11/30-12/6)   | <b>Work on Current Event<br/>Presentations</b>          |  |
| 16(12/7-12/13)   | <b>Wrap-Up<br/>Final Exam Study Guide Posted</b>        | <b>Current Event<br/>Presentations Due</b> |
| 17 (12/14-18)    | <b>Final Exam</b>                                       |  |