Professor Information

Professor: Bailey Thompson, Ph.D.
Email: thompsonba@sfasu.edu
Office: Boynton 201
Office Hours: T/Th: 8-9:30am; 3:15-4:15pm

Course Meeting Days and Times

Class Location: Boynton 210
Class Times T/Th 9:30am-10:45am

Text and Materials

Cases in Public Relations Management: The Rise of Social Media and Activism by Patricia Swann. 3rd Edition ISBN: 9781138088870

Course Description

An in-depth study of the profession of public relations with a focus on contemporary issues, problems and challenges using guided discussion and analysis of case studies.

Course Contact Hours and Study Hours

MCOM 3382, "Public Relations Case Studies" (3 credits), typically meets 2 times a week a 75-minute segments for 15 weeks and also meets for 2-hour campaign presentation, which serves as their final examination. Students have daily case study comprehension quizzes, a midterm, and a final case study competition project, where they work in groups to solve a current public relations crisis situation based on the guidance provided in various case studies throughout the semester. These assignments average a minimum of 6 hours each week to prepare outside of classroom hours.

PLOs and SLOs

Program Learning Outcomes
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, analyze, organize and synthesize discipline-appropriate research and communication information about it.
3. Understand the role of public relations and media in society.
4. Comprehend the legal and ethical principles relating to public relations.
5. Demonstrate the application of media technology, terminology and techniques.

Student Learning Outcomes
1. Demonstrate skills in creating recommendations for clients in a crisis situation based on previous case studies.
2. Demonstrate an understanding of past case studies in public relations.
3. Demonstrate understanding of the PR process and how it applies to case studies in the discipline.
4. Understand the importance of case studies and their ability to avoid or mitigate future crisis situations.
SFA Policies

Academic Integrity (4.1)

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities

To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

**The Dean of Students Office** (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

**SFA Human Services Counseling Clinic** Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

**The Health and Wellness Hub** “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education
www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

**Crisis Resources:**
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741

**Bailey’s Policies**

I adhere to 11 general policies in all of my courses:

1. **No late work accepted:** I do not accept late work or late exams, quizzes, assignments, etc. Do not email me to ask for extensions on late work, making up missed classwork etc.
2. **No extra credit:** I do not provide extra credit on an individual basis. Any extra credit provided will be at my discretion and will be extended to the entire class.
3. **24/7 rule:** Your grades are just that- your grades. Not mine. If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.
4. **No D2L emails:** Contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu
5. **No doctor’s notes please:** I do not accept, want or need doctor’s notes for missed classes or assignments—your medical information is yours and is private. If you have an extended absence for hospitalization, etc. please go through the proper channels at the rights and responsibilities office.

6. **There are some emails I will not respond to:** I will not respond to any emails asking the following questions or making the following requests: 1) emails asking for grade changes 2) emails asking for final grades to be rounded up 3) emails asking for extensions on assignments with no hospitalization or extreme circumstance 4) emails asking for extra credit—any extra credit given by me will be given to all students and advertised in class or on D2L, not on an individual basis via email. – Essentially, emails asking me to show favor grade-wise to one student in a course over other students will not be returned. This is the primary way I will be working to ensure that all students have the same opportunities in my courses.

7. **Final grade rounding policy:** I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason. I will also not round “9” grades. Therefore, if you make an 89 in the class, do not email me asking if I will bump it to a 90. Unless you make an 89.5 or higher, I will not round.

8. **Grading Turnaround Time:** my turnaround time for grading assignments varies by the assignment type. For multiple choice quizzes or exams the turnaround time is approximately 48 hours. For substantial written assignments it is 2 weeks.

9. **Email Turnaround Time:** I do not answer emails after 5pm or before 8am Monday-Friday. If you email after those hours expect a reply within 48 hours. I also do not respond to emails on the weekends. I encourage each of you to set healthy boundaries when it comes to your own work-life balance.

10. **Emails + Grades:** I will only discuss grade issues/dispute via email in writing. This is to ensure a paper trail for both the student and myself.

11. **A is for Awesome:** Every student should not expect an A in my course. A is for exceptional work. B is for good work. C is for average work. A work goes above and beyond the requirements and shows true mastery of the content. A work impresses.

### Attendance Policy

I do not “take attendance” daily and attendance does not constitute a separate portion of your overall final grade.

However, regular attendance is necessary for success in this course. Additionally, students have 18 quizzes (3 of which are dropped) over the course of the semester, where makeups are not given for any reason.

Additionally, if a student is not present for their case study leader day, the basics test, or the final project presentation day, they will receive a 0 on that assignment.

### Grading Policy

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basics Test</td>
<td>6%</td>
</tr>
<tr>
<td>Case Study Leader</td>
<td>10%</td>
</tr>
<tr>
<td>Final Project</td>
<td>30%</td>
</tr>
<tr>
<td>Quizzes (18 @ 3%)</td>
<td>54%</td>
</tr>
</tbody>
</table>

### Course Requirements (Assignments)

**Quizzes**

There will be 18 quizzes during the course of the semester. Each quiz is worth 3% of your final grade. All quizzes will be given in class, starting at 9:30am. You will have 10 minutes to complete
your quiz. If you arrive late, you will not receive extra time, as I will take up all quizzes at 9:40am so that we may begin discussion on time. No makeups on quizzes for any reason. I will, however, replace your lowest 3 quiz grade with a 100.

**Basics Test**

You will have a basics test to assess your knowledge of basic public relations principles on Tuesday, September 19, covering Chapter 1 and Appendix C-F in your textbook. It is worth 6% of your final grade.

**Case Study Discussion Leader**

Each student will be in charge of leading discussion surrounding one case study in the course. It is worth 10% of your final grade.

**Final Project**

There will be a final project in this course where groups of 3-4 students will work together to solve a modern (timely) faux crisis, where you will be graded on your ability to integrate what you learned in class with industry standard public relations practice to “solve” or mitigate the crisis. Students will be given the information on their final project during the 12th week of school, with presentations taking place during finals week. It is worth 30% of your final grade.
Weekly Calendar

I reserve the right to make changes to the calendar at any time. Should I make changes, it is my responsibility as the professor to inform the students. Changes will be posted on D2L. The following calendar is an approximation of our schedule this semester.

<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Month</th>
<th>Date</th>
<th>Topic Covered</th>
<th>Reading Due</th>
<th>Did You Read for Class Quiz</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>T</td>
<td>Aug.</td>
<td>29</td>
<td>Syllabus + Course Intro</td>
<td>Just READ your syllabus!!</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td>Th</td>
<td>Aug.</td>
<td>31</td>
<td>PR Basics Refresh</td>
<td>Chapter 1</td>
<td>#1</td>
</tr>
<tr>
<td>2</td>
<td>T</td>
<td>Sept.</td>
<td>5</td>
<td>Understanding People &amp; PR via Theories</td>
<td>Appendix C</td>
<td>#2</td>
</tr>
<tr>
<td></td>
<td>Th</td>
<td>Sept.</td>
<td>7</td>
<td>Effective Communication: How people talk and how we talk to them via orgs</td>
<td>Appendix D &amp; E</td>
<td>#3</td>
</tr>
<tr>
<td>3</td>
<td>T</td>
<td>Sept.</td>
<td>12</td>
<td>How can orgs respond?</td>
<td>Appendix F</td>
<td>#4</td>
</tr>
<tr>
<td></td>
<td>Th</td>
<td>Sept.</td>
<td>14</td>
<td>How do we read a case study!? Let's Practice!</td>
<td>Appendix A &amp; B + #3</td>
<td>No Quiz</td>
</tr>
<tr>
<td>4</td>
<td>T</td>
<td>Sept.</td>
<td>19</td>
<td>Basics Test: In Class</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Th</td>
<td>Sept.</td>
<td>21</td>
<td>Ethics &amp; Law</td>
<td>Ch. 2 Intro + #2</td>
<td>#5</td>
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<tr>
<td></td>
<td>Th</td>
<td>Sept.</td>
<td>26</td>
<td>Corporate Social Responsibility</td>
<td>Ch. 3 Intro + #5</td>
<td>#6</td>
</tr>
<tr>
<td>5</td>
<td>T</td>
<td>Sept.</td>
<td>28</td>
<td></td>
<td>#7</td>
<td>#7</td>
</tr>
<tr>
<td></td>
<td>Th</td>
<td>Oct.</td>
<td>3</td>
<td>Media Relations</td>
<td>Ch. 4 Intro + #8</td>
<td>#8</td>
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<td></td>
<td>Th</td>
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<td>5</td>
<td></td>
<td>#11</td>
<td>#9</td>
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<tr>
<td>6</td>
<td>T</td>
<td>Oct.</td>
<td>10</td>
<td>Conflict Management</td>
<td>Ch. 5 Intro + #13</td>
<td>#10</td>
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<tr>
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<td>Th</td>
<td>Oct.</td>
<td>12</td>
<td></td>
<td>#15</td>
<td>#11</td>
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<tr>
<td>7</td>
<td>T</td>
<td>Oct.</td>
<td>17</td>
<td>Activism</td>
<td>Ch. 6 Intro + #17</td>
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<td>Th</td>
<td>Oct.</td>
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<td>#18</td>
<td>#13</td>
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<td>Oct.</td>
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<td>#20</td>
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<td>#21</td>
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<tr>
<td>9</td>
<td>T</td>
<td>Oct.</td>
<td>31</td>
<td>Consumer Relations</td>
<td>Ch. 7 Intro + #22</td>
<td>#16</td>
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<td>Th</td>
<td>Nov.</td>
<td>2</td>
<td></td>
<td>#24</td>
<td>#17</td>
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<tr>
<td>10</td>
<td>T</td>
<td>Nov.</td>
<td>7</td>
<td>Entertainment &amp; Leisure</td>
<td>Ch. 8 Intro + #27</td>
<td>#18</td>
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<td>Th</td>
<td>Nov.</td>
<td>9</td>
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<td>#28</td>
<td>#19</td>
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<tr>
<td>11</td>
<td>T</td>
<td>Nov.</td>
<td>14</td>
<td>Community Relations</td>
<td>Ch. 9 Intro + #29</td>
<td>#20</td>
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<td>Th</td>
<td>Nov.</td>
<td>16</td>
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<td>#31</td>
<td>#21</td>
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<tr>
<td>12</td>
<td>T</td>
<td>Nov.</td>
<td>21</td>
<td>No Class: Thanksgiving Break</td>
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<td>Th</td>
<td>Nov.</td>
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<tr>
<td>13</td>
<td>T</td>
<td>Nov.</td>
<td>28</td>
<td>Work Week: Prep Final Projects</td>
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<td>Th</td>
<td>Nov.</td>
<td>30</td>
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<tr>
<td>14</td>
<td>T</td>
<td>Dec.</td>
<td>5</td>
<td>Final Presentation Day Part 1</td>
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<tr>
<td></td>
<td>Th</td>
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<td>7</td>
<td>Final Presentation Day Part 2</td>
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