



CASE STUDY PROJECT-- Public Relations Practices/Fall 2008

One Case Study is due Thursday, September 18. Choose from Case Activities in Chapters 1 through 4.

As stated in your syllabus, four two-to-three page double-spaced papers will be required in this class. The topics will be taken from the “Case Activity: What Would You Do?” at the end of each chapter. It will be your decision which of these case studies to write about. These papers must be supported by specific concepts and facts addressed in the book, not just all personal opinion. You are encouraged to cite concepts, tactics, etc. covered in the book.

The purpose of these Case Studies is to get you really thinking about these issues in “real world” terms, and share you own views, as well as the concepts presented in the textbook.

Also, to have a chance for an “A” or “A-” on these, your reports must be on professional-looking letterhead as if actually coming from a public relations firm/department or company/corporation. So be creative. Come up with original designs, making you the head of your own PR firm when appropriate, for example.

- Example: Chapter 1 (What is Public Relations?) Case Activity (page 37)—you have a PR position with Cold Stone Creamery and are assigned to come up with an integrated communications program that would involve public relations, advertising and in-store marketing promotions for some new products such as ice cream cakes and nonfat flavors. The would be on enhancing the visibility of the Cold Stone stores at the local level (Charleston area) and making it a distinct brand among the clutter of other ice cream franchises in the community. Remember, you have to be very creative because you don’t have a big budget. Your paper then would be on Cold Stone Creamery letterhead. Give yourself a title such as Communications Director or Vice President- Corporate Relations....
- Chapter 2 (The Evolution of Public Relations)—I prefer you don’t do this one since it involves a group project. But if you really want to do this one and can form a group of two or three students, talk to me about doing this presentation project (which you would present on the due date)
- Chapter 3 (Ethics and Professionalism)—Case Activity on page 95. Write this one under this scenario: Your PR agency is a finalist for a major campaign with a company that prides itself on ethical behavior. In selecting its PR partner the company president is giving your firm a test. You are asked to write (on your agency’s letterhead) about how you would deal with these three ethical scenarios. Follow the instructions at the end about citing what ethical concerns are raised by each situation. What would you do in each situation? You should site the PRSA and/or the IABC codes of ethics and also review the ethical and professional concepts discussed in this chapter.

- **Example: Chapter 4 (PR Departments and Firms) Case Activity (page 125)—As you graduate from college, you have job offers from a PR department as well as a PR firm. The case study asks you to examine the pros and cons of a firm versus a department. Assess your own personal strengths, abilities and preferences. Write an official business letter to the PR executive to inform him/her that you are turning down the job offer. Explain why and bring into your letter the various pros and cons of working for a PR firm versus a department, etc. Make your letter professional in how it reads and how it looks.**

In this project, be creative while also acknowledging key concepts and strategies from the book in writing these papers/presentations. But you don't have to use page number references from the book. If you want to quote directly from the book, do so by writing something like: "According to Wilcox and Cameron in 'Public Relations Strategies and Tactics'..."

Case Studies are graded on the quality of your thinking, writing, use of specific and appropriate concepts, facts and examples, and overall presentation (layout and letterhead).

Keep your paragraphs short. Overly long grafs will hurt the flow and readability of your papers. Bullet points may be a good way to present your information and responses to various elements of the case study.

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