



## CASE STUDY PROJECT-- Public Relations Practices/Spring 2008

**Two Case Studies are due next Tuesday, February 26. Choose from Case Activities in Chapters 1 through 8 (except Chapter 2)**

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.

Note: The one Case Study I ask that you not do is in Chapter 2, the one that can be about writing a paper on one of the pioneers in PR. It’s too easy to grab a bio off the Internet somewhere, change some wording, and turn it in. 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 40)— you have a PR position with Cold Stone Creamery and are assigned to come up with an integrated communications program for the next year that would involve public relations, advertising and in-store marketing promotions for some new products such as ice cream cakes and nonfat flavors. Your paper then would be on Cold Stone Creamery letterhead. Give yourself a title such as Communications Director or Vice President- Corporate Relations....
- Example: Chapter 4 (PR Departments and Firms) Case Activity (page 126)—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.
- Example: Chapter 3 (Ethics and Professionalism) Case Activity (page 95)— A well-known sports figure has been charged with rape and cocaine possession. You are a public relations consultant who is asked by the athlete’s attorney to place positive stories about the athlete in the media and create a more positive pretrial environment for him. But the attorney tells you confidentially that the athlete is guilty of the crimes. Does this affect your decision to take on this client? On letterhead for your PR consulting firm, write a letter directly to the attorney explaining your decision.

## **PR Case Studies (p. 2)**

**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).**

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