

Jour 523 Public Relations
Fall Semester, 2009
University of Kansas School of Journalism and Mass Communication
Case Study Assignment
Due: Beginning of Class on Assigned Due Dates
See Blackboard for details

Overview: The case study assignments for Jour 523 are designed to give the student a comprehensive view of real world situations that would involve public relations strategy, theory and tactics. The student is expected to analyze, investigate and ultimately present the facts and solutions in an organized and professional manner.

Case Study: The instructor will assign two case studies for each student to complete. The case study due dates correspond to the group that each student has been assigned. For example, Group A and B's due date is Sept. 16 for the first case study and Oct. 21 for the second. This is outlined in the syllabus. Students will receive two of six case studies to be completed on an individual basis. The break-down of the 50 points is as follows:

Grading

- 15 points – Identification and analysis of problem/issue
- 15 points – Organization and logical flow of information in essay
- 10 points – Theoretical or Business component
- 10 points – Grammar and Punctuation

Graded Components:

Identification and Analysis of Problem/Issue

The student is expected to correctly identify the problem or issue in the case study. This should be clearly stated in the first part of the essay and supported throughout the body and conclusion of the paper.

Organization and Logical Flow of Information

The body of the essay should logically flow with information that clearly and concisely expounds on the problem or issue in the case study. The analysis should include at least two or three major points to ultimately lead to theoretical and **OR** business implications of public relations practice.

Theoretical OR Business Component

Theoretical Component

The practice of public relations can be understood more precisely when theory is considered. Therefore, the student is challenged with applying one of the theories/theoretical models (i.e. Hunt/Grunig typology, excellence, contingency, game theory) presented in class to apply in the analysis of the case study. Here, theory is applied as a component to challenge the student to think critically about the situation. Theory is used as a guide to find solutions and lay a foundation for improving the practice of public relations.

Business Component

The business component can also be considered part of the analysis to emphasize the importance of public relations as a management and economic function of the public relations process. The student is asked to detail economic, societal, ethical or managerial factors that would be included in analyzing the issue. More than likely, these factors would be detailed in the beginning analysis of the case study rather than the conclusion of the analysis.

Materials handed in: The following should be turned in: 1) Copy of the case study 2) One to two page summary of the case study (Nothing over two pages will be accepted). The assignment should be of professional quality, double-spaced, error free (grammar, spelling, etc.), 10 or 12 point-type (Helvetica, Arial or Times New Roman Font) with necessary information such as the name of the case study assigned, your name, date, course and assignment at the top or on a title page.

**Examples of graded case study summaries and also group case study assignments can be found on blackboard 9/4/09. Case studies coincide with topics outlined on the syllabus to engage students in discussion and synthesizing information from the textbook and from the case study itself.