

PUBR 491 Sp16 Schedule

	Date	Topic	Readings	Case Study
1	11-Jan	Intro to the course		
	13-Jan	Introduction to case study method	Swann: Apx A & B Hoffman Ch 4 & 5	
2	18-Jan	Review of PR and Rhetoric	Swann Ch 1 Hoffman Ch 1 & 2	
	20-Jan	Building Relationships with Publics	Wilson Ch 1	
3	25-Jan	Building relationships: media, consumer, investor, community relations	Swann – Introductions only to chs 4, 7, 9, & 11	Ch 2 “What would you do”
	27-Jan	Ethics, Law & Professionalism	Swann Ch 2 Intro & Apx G Wilson Ch 15 & Apx C	
4	1-Feb	Context: public opinion, situations and cultural influences	Swann Ch 10 Intro Wilson Ch 2	
	3-Feb	<b>Case study - Tessa</b>		<b>#30 Quran Burning</b>
5	8-Feb	Research & Campaign Planning	Wilson Ch 3 & 4	
	10-Feb	<b>case study - Jill</b>		<b>#31 Fukushima</b>
6	15-Feb	Developing Goals & Objectives	Wilson Ch 5	
	17-Feb	<b>case study - YaYa</b>		<b>#8 Face Value</b>
7	22-Feb	Key Publics Messages, Strategies & Tactics	Wilson Ch 7 & 8 Swann Apx D	
	24-Feb	<b>case study - Mackenzie</b>		<b>#4 Food for thought</b>
8	29-Feb	Media & Persuasion Theories: Identity Rhetoric & CSR	Hoffman Ch 6 Swann Ch 3 Intro & Apx C	
	2-Mar	<b>Case study - Celina</b>		<b># 5 Apple iproblem</b>
	7-Mar	Spring Break		
	9-Mar	Spring Break		

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9	14-Mar	Persuasion Theories: Issues Rhetoric & Activism	Hoffman Ch 7 Swann Ch 6 Intro
	<b>16-Mar</b>	<b>case study - Danielle</b>	<b>#17 Undercover video Chicken abuse</b>
10	21-Mar	Persuasion Theories: Conflict, Crisis, & Risk Rhetoric	Swann Ch 5 Intro Hoffman Ch 8 & 9
	23-Mar	<b>Case Study - Rachel</b>	<b># 18 5 seasons of Salem</b>
11	28-Mar	Easter break	
	<b>30-Mar</b>	<b>case study - Nando</b>	<b>#21 Soney Playstation</b>
12	4-Apr	Message Delivery & Social Media	Wilson Ch 9
	<b>6-Apr</b>	<b>case study - Dylan</b>	<b>#23 Penn State Fumbles</b>
13	11-Apr	Calendaring & Budgeting	Wilson Ch 10
	<b>13-Apr</b>	<b>case study - Shawn</b>	<b>#24 Rush to Judgement</b>
14	18-Apr	Implementation and Communication Management	Wilson Ch 11
	<b>20-Apr</b>	<b>case study - Kiersten</b>	<b># 10 Two employees with a video</b>
15	25-Apr	Measurement & Evaluation	Wilson Ch 12
	27-Apr	Giving PR Presentations	Wilson Ch 14
16	2-May	<i>Campaign Plan Presentations</i>	
	4-May	<i>Campaign Plan Presentations</i>	
	9-May	Final exams begin	
	11-May	Finals	

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Which code of ethics is best and why?



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