PUTTING IT ALL TOGETHER

This assignment addresses the following:

Course Learning Outcomes:
- Examined current news events in a public relations context
- Identified and described public relations strategies used in a contemporary situation using the four-step PR process
- Analyzed and evaluated public relations cases using the four-step PR process
- Become proficient in discussion and application of public relations terms and concepts
- Displayed an understanding of ethical and legal principles in resolving public relations challenges

Department Learning Objectives:
- Capacity to construct and deliver an effective oral argument based on thorough audience analysis and clear rhetorical objectives
- Capacity to construct effective written argument or media product based on thorough audience analysis and clear rhetorical objectives.
- Capacity to conduct original primary research, locate and critically evaluate secondary research, and integrate such information into new communication products.
- Capacity to analyze and critique messages in all forms and across objectives from an informed, critical perspective

Core Skills Put Into Practice:
- Confidence, intellectual curiosity, responsibility, critical thinking, problem solving, praxis

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Paper Basic Info:
Rough Draft Due: Wednesday, April 2 in hard copy (bring two copies)
Final Draft Due: Wednesday, April 16 in hard copy
Length: 7 to 15 pages (not including title page and references)
Weight: 25% of final course grade

Paper Requirements and Guidelines:
Students will select a public relations “occurrence” from the last three years and conduct a critical analysis of it using our readings and discussions as a guide. Further research must be conducted, as specific dates and events will be necessary to construct a thorough case analysis. The paper, which should be double-spaced and contain in-text citations using proper APA style format, will consist of three parts:

1. Complete Background of the Case
   - Who are the principal players involved?
   - What happened?
   - When did this happen?
   - Where did it happen?
   - Why is PR needed in this instance?

2. Description of the PR Process Used
   - How one of the players involved used each step of the PR process
   - Be sure to identify the publics targeted and why they were targeted, spokespersons
   - What strategies were used?
   - Provide evidence to support your ideas in the form of quotes

3. Critical Analysis
   - Evaluate and analyze PR strategies and tactics utilized
   - What did or didn’t work? Explain your answers.
   - Use key PR terms, define them, cite them, and use examples to support your ideas
   - What would you have done better/differently and why?
   - What was missing?

Papers will be evaluated on the following criteria:

- Grammar and Spelling
- Organization/Format
Your paper should have an introduction, a conclusion, thesis statement, transitions, paragraphs, and a references/bibliography section.

Content
- Support your ideas by consulting outside sources and incorporating quotes into your paper using proper APA source citations.

Papers must be submitted with all of the following in order to be considered for a grade above a C:
- Typed
- Double-spaced
- 1-inch margins
- Stapled
- Creative title page (on top), including your name, UNCW, Course Number and Section, and Date
- Chronological timetable of events
- References section (last page)

Presentation Basic Info:
Due Date: Wednesday, May 7 (during Final Exam Period (3:00 pm)
Length: 8-10 minutes, includes time for video clips
Weight: 15% of final course grade

Presentation Requirements and Guidelines:
- Students should summarize and present case study findings and analysis (all 3 sections of the paper should be addressed) in a thoughtful, organized, coherent, interesting, and meaningful manner using specific examples.
- Students should document and cite any information that does not reflect their own original ideas (out loud and on the handout).
- Students are required to create a professional handout for their classmates, and to bring copies for each student and the instructor. There is no length minimum or maximum for the handout, but a timeline of events should appear somewhere on the handout.
- Students are welcome to use video clips or PowerPoint to enhance their presentations.
- Students should demonstrate effective public speaking delivery skills.
- Students will be stopped at 10 minutes, regardless of whether the presentation is complete.
- Students are required to be present for all case study presentations. If you are not in attendance for all of the presentations, you will forfeit 10 points from your presentation grade.
- Students are expected to dress professionally for their presentations, and expected to arrive to class on time. Students who arrive late to class on their presentation day will lose 10 points on their presentation grade.
- Presentations will be evaluated according to the following criteria:
  - Professionalism (attire, handout)
  - Organization
  - Content, Depth of Argument
  - Delivery skills