How did Coke’s plan to fight obesity turn into a PR nightmare for the company?
Why did Johnson & Johnson’s Tylenol brand emerge stronger than ever after a poisoning scare while Perrier’s took a huge hit after a lesser incident?

It’s all about managing the organization’s message and reaching out to key stakeholders. Who does this work? Marketing professionals? PR people? Communications specialists? The answer is all of them. In Corporate Communications and PR you will learn how organizations communicate – or fail to communicate -- their messages and values across media platforms and cultural barriers to reach their goals.

This course focuses on the ways that organizations – both for-profit and non-profit - manage their communications to deliver strategic, coherent and compelling messages to their varied stakeholders. Using case studies and team-based, real world projects, we will explore topics including public and media relations, advertising, internal and external communications, crisis management, investor relations, ethics and social responsibility. In the process, we will consider issues ranging from organizational culture and leadership styles to defining strategy, managing conflict, defending positions and disagreeing agreeably.

This course will meet the following ABET outcomes.

- Ability to function on multidisciplinary teams (d).
- Understanding of professional and ethical responsibility (f).
- Ability to communicate effectively (g).
- Recognition of the need for and an ability to engage in life-long learning (i).
- Knowledge of contemporary issues

Course Readings

Required Text:
*Corporate Communication* (sixth edition) (CC)
Follow:
An organizational/corporate/PR blogger of your choice

Resources:
- The Top 50 PR & Marketing Blog List: http://blog.us.cision.com/2012/06/top-50-pr-marketing-blogs/
- Social Media Examiner: http://www.socialmediaexaminer.com

Other short readings will be posted on BlackBoard.

Client Project Partners:
- Johns Hopkins Office of Government and Community Affairs
- Hopkins Student Enterprises
- Northwestern Mutual

Course Assignments

We will work on a variety of assignments during this semester, both in and out of class, ranging from press releases to collaborative projects for real clients to oral and written presentations. Directions for each assignment will be distributed and discussed in class. Each assignment sheet includes information about due dates, specific requirements and grading criteria. While I reserve the right to adjust assignments and their approximate value, you may expect the assignments and their worth to be as follows:

- **Case Study (25%)**: analysis of your brand’s strategy to manage its message. This will include several parts: an initial overview, one oral progress report accompanied by a written executive summary, and the written case study, including the “brand obituary.”
- **Blog Analysis (15%)**: one brief (2 – 3 pages) written report and one oral report accompanied by a blog posting
- **Press release (10%)**
- **Client project (20%)**
- **Class participation (15%)**
- **Final Reflection (15%)**

Grades: I grade holistically. I am interested in your growth over the course of the semester. Expect some in-class writing, especially in response to draft copy from classmates.

You may re-write any assignment in an effort to improve the grade you earned; your final grade for that assignment becomes the higher of the two marks. Re-write means
major revision and involves rethinking and reworking papers rather than just correcting grammar mistakes. **Rewrites are due not later than two weeks after the original paper has been returned. Rewriting is not an option for the final reflection.** Normally a grade of "Incomplete" is not available; if a problem arises, please see me and we will work on the issues.

**Ethics:** The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty, and unfair competition.

Report any violations you witness to the instructor.

You can find more information about university misconduct policies on the web at these sites:
- For undergraduates: [http://e-catalog.jhu.edu/undergrad-students/student-life-policies/](http://e-catalog.jhu.edu/undergrad-students/student-life-policies/)
- For graduate students: [http://e-catalog.jhu.edu/grad-students/graduate-specific-policies/](http://e-catalog.jhu.edu/grad-students/graduate-specific-policies/)

**Conferences:** Informal or scheduled visits are welcome anytime during office hours.

**Papers:** Papers must be printed by laser or inkjet and submitted on appropriate paper for the kind of product you are writing. Most copy will be submitted on 8 1/2" x 11" paper with 1" margins on all sides. Place your name and appropriate identification on each page. Staple pages together rather than use a binder. Back up your work and keep a copy of each paper for your records. Your graded papers will be returned for your examination and as part of a general class discussion.

**Due Dates:** Writing products and presentation materials are due as class begins on the date indicated on the assignment sheet. Unless you have prearranged an extension with me, late (which means anytime after class activities have begun) papers will be marked down one letter grade for each missed class. Draft materials may also be required for several assignments; appropriate information is noted on individual Assignment Sheets and discussed in class.

**Writing Assistance:** You will find a tutor to help you with a specific skill, a grammatical problem, or provide a general reaction to your draft at the JHU Writing Center. The phone number is (410) 516-4258 or via email at writingcenter@jhu.edu. If you request or your instructor determines that you need ESL assistance, you will be referred to an ESL tutor provided by the CLE.

**Attendance and Participation:** Class attendance and participation are required. If you are late to class, please enter quietly. Also remember to turn off cell phones until class is over. During class, please participate in the discussions and exercises.

**Accommodating Students with Disabilities:** The University and your instructor are committed to provide appropriate accommodations for students with documented disabilities. Turn in documentation and register with the Associate Director for Disability Services, Garland
Hall, Suite 130, and (410) 516-8949. Notify me of your special needs early in the semester. If issues occur during the semester, please bring information within two weeks.

**Class Schedule:** The class schedule (attached) describes how we will spend our time together this semester. Some guest speakers are listed on the syllabus. Others will be added as the semester progresses.

Note the due dates for assignments. While the schedule may change due to class dynamics