

Public Relations Cases



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Synopsis

Primarily using Public Relations Society of America award-winning cases, PUBLIC RELATIONS CASES, Ninth Edition, presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (Research, Objectives, Programming, and Evaluation), the authors keep students focused on the strategic elements of exemplary communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field. The cases all use a strategic communications model, where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness.

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Customer Reviews

PART I: SOLVING PUBLIC RELATIONS PROBLEMS. 1. Public Relations in Action. 2. A Public Relations Process. PART II: REACHING MAJOR AUDIENCE. 3. Media Relations. 4. Social Media. 5. Internal Communications. 6. Community Relations. 7. Public Affairs and Government Relations. 8. Investor and Financial Relations. 9. Consumer Relations. 10. International Public Relations. 11. Relations with Special Publics. PART III: EMERGENCY PUBLIC RELATIONS. 12. Emergency Public Relations. PART IV: INTEGRATED MARKETING COMMUNICATIONS. 13. Integrated Marketing Communications. --This text refers to an alternate Paperback edition.

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taught for thirty-seven years. He is an accredited member of the Public Relations Society of America. Darrell C. Hayes is director of the Weekend Public Communication Graduate Program and an adjunct associate professor at American University's School of Communication, Washington, D.C. He conducts frequent crisis communication workshops for government agencies. Before joining the faculty, he had more than 15 years of experience in public relations with technology firms, with nonprofit associations, and as a government communication manager. He also served as the managing director of the Aerospace Education Foundation. He is an accredited member of the Public Relations Society of America. Pallavi Damani Kumar is an assistant professor and associate division director for the Public Communication Division in the School of Communication at American University. Besides teaching many of the public relations courses at the university, she has more than 15 years experience in the public relations industry having worked as a vice president in Fleishman Hillard's social marketing practice, a vice president/account supervisor in Ketchum's healthcare practice as well as associate director of international public relations at Wyeth Pharmaceuticals.

Well, it's alright if you like being forced to read books for school. However, after you get through the first initial chapters and learn their "ROPE" system, you get the point. It becomes really repetitive with very little more information other than the case studies it uses and examples.

Great information about public relations campaigns

Interesting read if studying PR

Got this used, barely used it for my class. Good book but need more graphics.

As described

Really great book for PR courses. Just wish it wasn't so expensive!

:)

I use this text to teach public relations and have found it easy to organize the class around the book. My students have complained that they want more crisis cases, the structure of the book is

repetitive, the thing costs too much, etc. I would criticize because it obviously has a good deal of information missing from the cases (Deepwater Horizon was particularly weak). Instead, I used the missing information as starting points for lengthier discussions on everything from quantitative measurement, sampling, and statistical methods to finding ways to build messages that resonate with target audiences. Keeping the cases short also has the added advantage of not overwhelming the students while giving them enough information to work with. Sure, this text isn't perfect but it does a really good job of beating PR principles and processes into the reader and providing some excellent jumping-off points for discussion and deeper exploration of the cases and the processes. I will happily continue to use this text but I hope the price can come down at some point.

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