Public Relations Case Study
A virtual experience designed for students at Kyung Hee University
Provided by the University of Tennessee, Knoxville
July 2022

Introduction to the University of Tennessee

Founded 225 years ago as a public land-grant university, UT at Knoxville is the state’s flagship campus, embodying excellence in teaching, research, and scholarship. UT includes 11 colleges, offers over 900 programs of study, and is home to more than 31,000 students.

Course Description

This case study course is examining how organizations/companies are using public relations and their corporate influence to develop relationships with stakeholders and align management practices with SDGs. This can help an organization utilize public relations and advertising to improve corporate value.

This two-week program is developed based on UT’s course PBRL 370 – Public Relations Cases.

The course will include oral and written analysis of current and classic case studies in public relations. Ethics, professional organizations, publications, research, and forms of public relations. Methods of communication and persuasion.

Learning outcomes

- Boost the English Languages Skills of KHU students
- Familiarizing KHU students with American Higher education and culture
- Learn from successful/unsuccessful organizations in order to benchmark performance and develop strategic evaluation/planning skills.
- Continue to hone public relations writing skills and to become more critical message producers.

Course Details

Please note, all sessions are subject to change based on KHU students’ feedback and availability of speakers. UT students, alumni, and selected local community members will be invited to attend the non-lecture portion of the classes and activities and engage with the KHU students.
June, 2022

- 45 minutes Orientation and intro to American Culture, Education System, UT and Classroom Culture Welcome gift opening ceremony.
   UT will send gift bags with goods representing UT, Knoxville, and the State of Tennessee ahead of class time. Some gifts maybe from alumni-owned businesses or from the companies and organizations that will be discussed during the two-week course. The orientation and gift opening ceremony will be facilitated by both the instructors from the English Language Institute and Professor Joe Stabb.

July, 2022 | WEEK 1

Monday

- 30 minutes ice break session
  This session will be led by the professor and the teaching assistant. Through some simple exercises, students will get to know each other, become familiar with the professor, TA, the class platform, and establish class policies.
- 1 Hour Introduction to Global Corporate Communication & Green Communication
  Lecture will be provided for the principle and practices of effective corporate communication and green communication. An introduction to the topic and analysis of the best practices for achieving effective communication as a corporation/organization in a global context. Students should leave with an understanding of effective standards of a global company.
- 1 Hour Discussion with Breakout Rooms
  In this session the students will be broken into smaller groups and will be given tools for a facilitated discussion in English in the topic that was addressed during today’s lecture. TA and Professor will rotate into each room to observe and lead discussions.

Tuesday

- 30 minutes Goal Setting, PESO Model, and SDG Review
  During this pre-recorded session, students should gain an understanding of mixed method communication model of effective communication through a public relations lens. The PESO Model is the global standard in effective communication planning and tactics that can be applied to each of our case studies during the course. We will also review the SDG initiatives so that we all have a shared understand of each of the individual goals.
- 1 Hour Class Activity with Discussion
  This live session will be led by Professor and a Teaching Assistant.
- 1 Hour Speaker from the United Nation
  A speaker from the United Nation will be invited to give a presentation on the Sustainable Development Goals. The students will have 30 minutes to interact with the speaker and ask questions.

Wednesday

- 30 minutes Vision & Strategy - Setting Goals and Tracking Progress
  Students will learn how to effectively apply create SMART Goals and Objectives within the
communication planning process. Then, we will explore how to effectively evaluate our actions and tactics to be sure that we are evaluating our actions based on the goals and objectives that we set.

- **1 Hour Class Activity with Discussion**
  This live session will be led by Professor and a Teaching Assistant. This will be a class activity to practice writing SMART objectives and exploring how to plan for evaluation.

- **1 Hour of Final Presentation Workspace**
  This will be time that the students can begin to work on their final presentation and have facilitated assistance from the professor and the TA. Students will be encouraged to finalize their project topic.

**Thursday**

- **30 minutes Creating Narratives & Campaigns**
  Pre-recorded lecture will cover how we create narratives and message in a global content and for specific target audiences. Techniques in persuasive communication will be explored. Then, we will talk about the best practices for how this is applied to a campaign that reaches the target audiences and meets the set goals and objectives.

- **1 Hour IBM Case Study**
- **1 Hour Guest Speaker from IBM**
  A speaker from IBM will be invited to give a presentation. The students will have xxx minutes to interact with the speaker and ask questions.

**Friday**

- **30 minutes People & Partnerships - Relationship Management & Reputation Management**
  Most corporate communication is centered on the key ideas of relationship management and reputation management. The lecture will define and explore the best practices in each of these ideas as it relates to the corporation/organization.

- **1 Hour Class Activity with Discussion**
  This live session will be led by Professor and a Teaching Assistant.

- **1 Hour Work on Final Project with Professor**
  This session is designed so the students can have one-on-one interaction with the professor and/or the teaching assistant to discuss the final project.

**July, 2022 | WEEK 2**

**Monday**

- **30 minutes Engaging with NGOs and Community Partners for Sustainable Development**
- **1 Hour Ketchum Case Study**
- **1 Hour Guest Speaker from Ketchum**
  A speaker from Ketchum will be invited to give a presentation. The students will have one-hour to interact with the speaker and ask questions.

**Tuesday**

- **30 minutes Effective Use of New Technologies in Global Communication**
• 1 Hour Guest Speaker from Mercy Ships
A speaker from Mercy Ships will be invited to give a presentation. The students will have one-hour to interact with the speaker and ask questions.

• 45 minutes Presentation Skills
Instructor from the English Language Institute will cover the basics of creating an effective and impactful presentation. Students can have live critique sessions.

Wednesday

• 30 minutes Resources to Mobilize Public Engagement
• 1 Hour Class Activity “Create A Toolkit”
• 45 minutes Southern Cuisine: Live Cooking Demonstration

Thursday

• 30 minutes Presenting Results and Performance Data
• 1 Hour Class Activity "Annual Reports"
• 45 minutes Special Topic “Understanding Country Music Industry in the State of Tennessee”
  Sweet tea, shrimp and grits, country ham, hushpuppies, beignets (in the Gulf South), brisket, meatloaf, just to name a few well-known southern dishes. This live cooking demonstration will take the students and their taste buds to travel through the State of Tennessee, learn about the history and food of Tennessee. Chef Mark Neisler will teach you the ins and outs of Southern cuisine. If the ingredients are available in country, we can coordinate to have those sent to students in advance so they can try to cook with Chef Mark Neisler or try it at home later.

Friday

• 1 Hour Professor Available for last minute help before presentations.
• Final presentation 2 Hours and farewell party
  Students will present on a topic of their choice. Instructors from ELI, staff from UT’s Center for Global Engagement, UT students, alumni, and local community members will be invited to attend the final presentation. Certificates will be emailed to students upon their completion of the program.

Contact

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Appendix
Proposed schedule
Professor Joe Stabb’s CV
Cost Breakdown