

Public Relations Cases

DARRELL C. HAYES • JERRY A. HENDRIX • PALLAVI D. KUMAR

Ninth Edition

Public Relations Cases

Marcel A. Müller



Public Relations Cases:

Public Relations Cases Jerry A. Hendrix, 1998 This text begins with an overview of the public relations process and introduces the interactive ROPE model Research Objectives Programming Evaluation to organize PR programs Part Two is organized around audience centered forms of PR while Part Three deals with emergency public relations Chapters in Parts Two and Three begin with an overview and then exhibit Silver Anvil Award cases from planning through execution and evaluation as well as some examples of failed PR campaigns The appendices consist of exercises and case problems for each of the PR forms presented and contain the PRSA Code of Professional Standards

PR News Casebook David P. Bianco, 1993 From the pages of PR News the world's most widely read public relations weekly comes this collection of 1000 case studies covering major PR campaigns and events from the publication's nearly 50 year history Based on personal interviews conducted by PR News founder and former publisher Denny Griswold each case study analyzes how the most important businesses government agencies and other organizations from around the world have handled such diverse issues as anniversaries boycotts downsizing industrial achievements minority relations new product introductions plant closings product tampering stockholder relations and many others

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Public Relations Cases and Readings Daniel Moss, Barbara DeSanto, 2005-08-19 This unique collection of contemporary international public relations case studies gives readers in depth insights into the effective use of public relations in a range of organizational contexts The cases examined demonstrate the breadth of contemporary public relations practice and the increasing importance and sophistication of the public relations function in both public and private sector organizations Casas from the UK Norway Spain Sweden South Africa Canada and the USA are featured Offering valuable insights into the development of PR and communication strategies the areas examined include corporate identity change and management global reputation management crisis management in the oil and shipping industries exploiting strategic alliances between voluntary and private sector organizations public relations support for international branding and market entry the importance of internal communications during international mergers the integration of public relations and marketing communications business to business communications Also including analysis and discussion questions to support the case studies and maintaining a good balance between theory and practice it is an invaluable resource for teachers researchers and students working in public relations

corporate communications and public affairs Public Relations Cases Danny Moss, Barbara DeSanto, 2010-07-16 This unique collection of contemporary international public relations case studies gives the reader in depth insight into effective public relations practice in a range of organizational contexts The cases demonstrate the breadth of modern public relations practice and the increasing importance and sophistication of this function both in public and private sector organizations This second edition of Public Relations Cases builds on the success of the previous edition to offer new insights into the changing face of contemporary public relations and the development of PR and communication strategies The book also examines The use of social media and blogging as a communications medium The growing importance of corporate social responsibility programmes Local authority identity change High profile international charitable fundraising Sports sponsorship Property sector PR Featuring cases from around the world including the UK India Korea Denmark Croatia and the US this book is an invaluable resource for teachers researchers and students working in public relations corporate communication and public affairs **Cases in Public Relations Management** Patricia Swann, 2014-02-18 Developed for advanced students in public relations Cases in Public Relations Management uses recent cases in public relations that had outcomes varying from expected to unsuccessful The text challenges students to think analytically strategically and practically Each case is based on real events and is designed to encourage discussion debate and exploration of the options available to today's strategic public relations manager Key features of this text include coverage of the latest controversies in current events discussion of the ethical issues that have made headlines in recent years and strategies used by public relations practitioners Each case has extensive supplemental materials taken directly from the case for students further investigation and discussion The case study approach encourages readers to assess what they know about communication theory the public relations process and management practices and prepares them for their future careers as PR practitioners New to the second edition are 27 new case studies including coverage of social media and social responsibility elements New chapters on corporate social responsibility CSR and activism End of chapter exercises Embedded hyperlinks in eBook Fully enhanced companion website that includes Instructor resources PowerPoint presentations Case Supplements Instructor Guides Student resources Quizzes Glossary Case Supplements Handbook of Public Relations Robert L. Heath, Gabriel M. Vasquez, 2001 The Handbook of Public Relations is another in the series of communication handbooks which has distinguished SAGE Publications Like its companion handbooks it offers a comprehensive and detailed examination of the topic It gives students scholars and practitioners a solid review of the status of the scholarly literature stressing the role that public relations can play in building relationships between organizations markets audiences and the public The Handbook is divided into five sections Section one defines the field seeking to explain the role public relations play in society Section two examines the state of the practice by delving into the cutting edge issues of management ethics gender evaluation public relations education and media Section three challenges academics and practitioners to identify the best practices that shape

the daily activities of practitioners Section four looks at the fascinating and daunting challenges the new communication technology pose for scholars and practitioners Section five takes a global view examining theories in international public relations as well as the trends in practice that will shape the field in the coming years No other book in public relations is as comprehensive in its inclusion of authors and its coverage of academic research theory and best practices Global in scope the book s contributors comprise an academic who s who of the public relations discipline The Handbook offers one stop shopping for the best insights into the definition of the field of public relations the practice and best practices It has substantial insights into the impact of new communication technologies and the global challenges of international public relations A must have reference for libraries and practitioners the book also is ideal for upper level and graduate study of public relations

Public Relations Cases Danny Moss,Barbara DeSanto,2022-11-11 This unique collection of contemporary international public relations PR case studies gives the reader in depth insight into effective PR practice in a range of organizational contexts The global cases demonstrate the breadth and sophistication of the public relations function both in public and private sector organizations This fully updated third edition of *Public Relations Cases* offers fresh perspectives on the changing face of contemporary public relations and the development of PR and communication strategies Addressing the gap in PR literature it examines political systems climate media ownership and structures as well as the social values and economic conditions which shape the role and work of PR practitioners The book follows a four part analytical model CDAO Context Decisions Actions and Outcomes to successfully identify the key points of comparison between cases to uncover how and why particular events occur and critically identifies what key factors and actions we can learn from in future decision making Featuring updated cases from across industries and around the world including South East Asia Latin America the UK and the US this book is an invaluable resource for researchers postgraduate and executive education students studying public relations corporate communication and public affairs

Cases in Public Relations Strategy Burton St. John III,Diana Knott Martinelli,Robert S. Pritchard,Cylor Spaulding,2018-08-02 *Cases in Public Relations Strategy* by Burton St John III Diana K Martinelli Robert S Pritchard and Cylor Spaulding draws on original real world case studies to provide you with a strategic approach to meeting the needs of a client before during and beyond a campaign Using the RACE Research Action Planning Communication and Evaluation model you will explore successful contemporary campaigns and evaluate best practices in all major areas of public relations activity This practical client oriented text shows you how to systematically evaluate and adapt to the needs of a particular client whether big or small global or local for profit or nonprofit in order to launch the most effective campaign Each case includes a brief introduction focused on fundamentals and core competencies and all cases have been carefully selected to present a wide range of client types In addition to the lessons from professionals in the case studies a section on PR consulting and an appendix on advancing your PR career give you the knowledge and skills you need for success in the field

Public Relations Cases Darrell C. Hayes,Jerry A. Hendrix,Pallavi D.

Kumar,2012-01-01 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

Applied Public Relations Kathy Brittain Richardson, Marcie Hinton, 2015-03-27 With its practical orientation and scope Applied Public Relations is the ideal text for any public relations case studies or public relations management course that places an emphasis on stakeholder groups Through the presentation of current cases covering a wide variety of industries locations and settings Kathy Richardson and Marcie Hinton examine how real organizations develop and maintain their relationships offering valuable insights into business and organizational management practices The book's organization of case studies allows instructors to use the text in several ways instructors can focus on specific stakeholders by using the chapters presented they can focus on particular issues such as labor relations or crisis management by selecting cases from within several chapters or they can select cases that contrast campaigns with ongoing programs or managerial behaviors A focus on ethics and social responsibility underlies the book and students are challenged to assess the effectiveness of the practices outlined and understand the ethical implications of those choices This Third Edition features 25 new and current domestic and international case studies specifically chosen for their relevancy and relatability to students New Professional Insights commentaries where practitioners respond to a set of questions relating to their work Increased emphasis on ethics and social responsibility Fully enhanced companion website that is connected with the text including a test bank and PowerPoint presentations for instructors and chapter specific discussion questions and additional readings for students

Public Relations Case Studies from Around the World Judy VanSlyke Turk, 2022 Adventures in Public Relations David W. Guth, Charles Marsh, 2005 Adventures in Public Relations engages students in the practice of public relations with exciting timely representative cases combined with a strong focus on critical thinking and problem solving This text conveys the excitement and challenge of public relations by presenting students with a real world portrait of the profession Students will learn from the successes and failures of the public relations campaigns examined in the text The book's focus on critical thinking helps students develop the problem solving skills essential to success in public relations As with the authors successful introductory text Public Relations A Values Driven Approach this text also encourages readers to identify refine and test their own values systems

Applied Public Relations Kathy Brittain McKee, Larry F. Lamb, 2009 Analyzes how contemporary businesses and organizations interact with key groups and influences This book examines how real organizations develop and maintain their relationships offering insights into contemporary business and organizational

management practices **Public Relations Case Studies from Around the World (2nd Edition)** Judy VanSlyke Turk, Jean Valin, 2017 The case studies in this book many of which have won national or international awards represent an impressive scope of public relations practice from public diplomacy to corporate social responsibility to community relations to tourism to fundraising They include best practices of multinational corporations non governmental organizations and governmental agencies around the world **Public Relations Practices** Patrick Jackson, Allen H. Center, 1995 Case book for the Public Relations Management course For graduate and undergraduate level courses in introductory public relations public relations campaigns cases business communications management and society This text written by two of the most respected and honored individuals in the field has become the PR casebook for students teachers and practitioners By carefully analyzing actual cases the authors help students develop agility in applying effective cutting edge public relations practices to a wide variety of situations involving all types and sizes of organizations **Public Relations Cases and Readings** Daniel Moss, Barbara DeSanto, 2005-08-19 This unique collection of contemporary international public relations case studies gives readers in depth insights into the effective use of public relations in a range of organizational contexts The cases examined demonstrate the breadth of contemporary public relations practice and the increasing importance and sophistication of the public relations function in both public and private sector organizations Casas from the UK Norway Spain Sweden South Africa Canada and the USA are featured Offering valuable insights into the development of PR and communication strategies the areas examined include corporate identity change and management global reputation management crisis management in the oil and shipping industries exploiting strategic alliances between voluntary and private sector organizations public relations support for international branding and market entry the importance of internal communications during international mergers the integration of public relations and marketing communications business to business communications Also including analysis and discussion questions to support the case studies and maintaining a good balance between theory and practice it is an invaluable resource for teachers researchers and students working in public relations corporate communications and public affairs *Public Relations Cases for Analysis and Action* John Ellerbach, 2017-01-13 Students of public relations like this book because it puts them in the middle of the action Students will read each of 18 cases and vicariously participate in their predicted outcomes These cases mirror what the PR student is likely to encounter in the major during internships and on the job **Cases in Public Relations Management** Patricia Swann, 2025-04-11 This fourth edition of Cases in Public Relations Management features a combination of new and tried and tested cases that give students a practical view of how on the ground public relations is practiced today Showcasing both successes and failures in public relations management this text uses a problem based case study approach that encourages readers to put their knowledge to the test to assess what has worked and consider alternate approaches to the situations these cases explore It features questions for discussion and prompts to dig deeper into the cases at hand New to the fourth

edition Fifteen new cases including Anheuser Busch InBev Dove Juul FTX Norfolk Southern Barbie and Nike Emphasis on social media sustainability ethics and social responsibility for communication management today End of chapter activities that reinforce concepts Developed for advanced students in strategic communication and public relations this book prepares them for their future careers as communication and public relations professionals The fourth edition features fully updated online resources student case guides with case supplements instructor case guides with sample answers to end of case questions in the text and PowerPoint lecture slides Please visit www.routledge.com/9781032163642 **Public Relations Practices** Allen H. Center, Frank E. Walsh, 1981

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