



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

Georgetown University, MPS PR/CC | TERM (Spring) 2017

MPPR-815-01: REPUTATION MANAGEMENT

Class Meets: Thursday, 8:00 pm to 10:30 pm

Class Location: 640 Mass Ave Washington, DC 20001 | Room: C219

Professor: Sultana F. Ali, APR, MPS

Office Hours: Arranged by appointment.

COURSE DESCRIPTION

Reputation management is the cornerstone to any successful public relations or communications strategy. Regardless of industry, size, or geographic location – the value of an organization’s brand plays a profound role in its overall ability to achieve its goals and objectives. In this course, students will gain awareness of the ingredients that constitute a reputation, the ways in which it can be measured, and gain practical experience with real-world case studies. Through presentations and exercises, students will explore answers to questions, such as: What is the role of personal reputation in an overall organization? How do reputation and brand intersect? What are the factors of reputational risk? How does corporate culture influence a company’s reputation and how can internal communications serve as a tool? What is the strategy behind shaping reputation and what are the ethical values to consider? Where does social media fit in the larger communications plan when addressing reputation management and how can you engage stakeholders and influencers?

In a world where a reputation can be won or lost in 140 characters, the learnings in this course will lift the veil on this lesser known but widely impactful influencer in a public relations program.

LEARNING OBJECTIVES

- Define the ten precepts of reputation management
- Distinguish the overlap between ethics and reputation
- Gain best practices in working with media and using social media to enhance reputation
- Conduct a reputation-related SWOT analysis and know the tenets of a reputation strategy
- Utilize organizational resources to manage crisis communications
- Distinguish the role of leadership in building a reputation strategy from inside-out
- Apply methods to measure and assess reputation of an organization
- Leverage lessons from case studies in reputation management

ATTENDANCE

In-class discussion and practice are essential to mastering the content of this course. Students are expected to attend every class and arrive on time. If you are detained from attending a class or arriving before it begins, you are responsible for notifying me via email prior to the start of class. Missing more than two classes will result in a final grade reduction of one level (for example, if your work and assignments have earned you an A, that final grade will be converted to an A-). Absences from classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course.

Please be on time to class. In the case of a family or medical emergency, please let me know in advance and propose your plans to make up missed work.

WORK SUBMITTED

- Your assignments should meet Georgetown University's standard of excellence. Please follow these guidelines for all written assignments:
- Title your electronic files with *[Your Last Name]_[Your First Name]_[Assignment Name]_[Month.Date.Year]*, as listed below (e.g. I would title this file Ali_Sultana_MPPR Syllabus_11.24.16) – note that the date should be the date the assignment is due
- Put student name, assignment title and date in the top left of the first page.
- Use no smaller than 11-point and no larger than 12-point, plain font (Arial, Times New Roman, or Calibri), no larger than 1" margins, and page numbering in the bottom right of each page (for pages 2 and up). Spacing between lines should be 1.15.
- Use AP style as a guideline for writing style for title.
- If necessary, reference your sources using documentary-note style with footnotes or endnotes. The PRCC program uses American Psychological Association (APA) style for reference endnotes (please see <http://www.library.georgetown.edu/citations> for guidance). If you do not reference your work, you run the risk of plagiarizing.
- Consider the tone and formality of the assignments. Avoid contractions, slang, fragments, or jargon.
- Please proofread your work carefully. Typos and grammatical and formatting errors will take away from the overall effort of your piece. Use only one space between words and after periods (end of sentence) and use the oxford comma in series.
- Keep in mind that your work will be graded on substance and clear communication of ideas. Please utilize the resources available to you, including your classmates, the recommended readings for this course, and/or the MPS Writing Resource Program (see "University Resources," below) to ensure you are submitting your best work.
- **Late submissions will result in deductions of 5% per day.** That means if the assignment was due via email at 5 p.m. on Thursday, anything submitted after 5 p.m. gets a 5% deduction from the grade it would have otherwise earned; anything received after 5 p.m. on Friday receives a 10% deduction, etc. Email submissions count as received only when formatted and named in accordance with the requirements listed above and attached in Microsoft Word format. Please note that assignments will not be accepted if they are turned in more than four days late (e.g. an assignment due on Thursday at 5 pm cannot be submitted after Monday at 5 pm and if received prior to that time, will receive point deductions as outlined not counting additional deductions based on the other grading criteria, such as format and content).

COURSE POLICIES

- Please silence your cell phone while in class. If you need to make a work or family-related call, please wait until the break and only step out of class in the case of an emergency. Should we need to utilize cell phones in class, you will be directed as such.
- You are welcome to use your laptop to take notes for class, but please expect to be called upon to ensure you are paying attention to class and not checking the news, email, or social media sites during class (unless directed to do so by instructor).
- Classroom etiquette is as follows:
 - o I encourage you to ask questions during class and most lectures will involve interaction and discussion. Chances are if you're wondering about something, at least one of your colleagues will be also. Always feel empowered to raise your hand and voice your question. Use each question as an opportunity to apply what we are learning about critical thinking and presentation skills.

- o You are responsible for classroom information and instructions, whether you are present in class or not. If you must miss a class, it is your responsibility to make arrangements to obtain class notes. I encourage you to get to know your classmates early on in the semester.
- o I will not offer incomplete grades for the course, except in the most exceptional, unforeseeable circumstances. Job-related responsibilities or requirements do not qualify, with few exceptions.
- Class participation receives a healthy portion of your semester’s grading criteria. This is to encourage you to be present and engaged in each class, to ask thoughtful questions, and to actively participate in discussions. When we have a guest lecturer, my expectation is that you be attentive, contribute to the discussion, and notate key takeaways from what you learn. We will incorporate guest presenter points into our work in this course. Application of what you learn is essential and class participation is central to mastering the class objectives.

REQUIRED READINGS

The resources for this course include articles, book excerpts, case studies, and two key books. The readings are chosen to give you a solid foundation for understanding and internalizing the coursework

- Doorley, John and Garcia, Helio Fred (2015) *Reputation Management: The Key to Successful Public Relations and Corporate Communication* (3rd ed.). New York, NY: Routledge. ISBN: 978-0415716284, \$77.00 (Amazon)
- Janson, Jennifer (2014) *The Reputation Playbook* (1st ed.). Hampshire, Great Britain: Harriman House. ISBN: 978-0857193551, \$21.99 (Amazon)

All articles, book excerpts, cases, and multimedia listed on the course schedule will be distributed in advance, via the class Canvas group, with few exceptions. Readings not included in the initial syllabus will be provided later in the semester, so we can review real-time cases and current events.

LIBRARY RESOURCES FOR MPPR-815

<http://guides.library.georgetown.edu/researchcourseguides>

<http://guides.library.georgetown.edu/prcc>

ASSIGNMENTS

You are expected to submit work on time and of high quality. Please refer to the course schedule and plan your timetable for completing assignments in advance. I encourage you to actively ask questions prior to submitting any assignment. As long as you submit your assignments for review (with a specific question in mind) at least three business days before the assignment is due, I would be happy to review your specific question and discuss it with you. Feedback on all final assignments will be provided in a timely manner; no more than 2 weeks after the assignment was turned in. All grading criteria, including page length and essential content, will be distributed in advance and/or discussed in class.

Assignment #1 – 15 points (Due: Jan 19)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name “Personal Reputation”

Given what you read, define your identity based on your publicly available information via the web (incl. social media) in 2 - 3 paragraphs. Come to class prepared to discuss what you learned from this assignment.

Assignment #2 – 15 points (Due: Jan. 26)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name "Organization Summary"

Identify an organization that you would like to focus on this semester to build a reputation management strategy. Write a one-page summary describing your rationale for choosing this organization and what you hope to learn in the process. Come to class prepared to discuss what you learned from this assignment.

Class Presentation#1 – 30 points (Due: Feb. 9)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name "Media Placement Case Study"

Explore a "good" and "bad" example of media (e.g. article, broadcast story) in regard to reputation – distinguish the (hypothetical) role of a PR person in each and potential actions that led to the result. Offer recommendations for improved results, where applicable. Students should submit slides in advance of class and plan to be prepared to present their findings in week #5.

Mid-Term – 40 points (Due: Mar. 2)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name "Mid-Term"

Your mid-term assignment will be to write a 3-5 page case study on reputation management using the case study format learned to date in the semester and based on an organization you have selected with your organizational summary assignment in week 3 (unless you have discussed otherwise with instructor - please see schedule for timing). You will receive detailed grading criteria prior to the assignment due date, so you know exactly what to include and how each element will be graded. Maximum length is 5 pages and format should include Situational Analysis (or Background), Challenge, Solution, and Results.

Assignment #3 – 25 points (Due: Mar. 16)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name "SWOT Analysis"

Complete a 2 – 3 page SWOT Analysis based on the Janson readings for the organization you selected at the beginning of the semester. Please include a radar chart as part of your SWOT, which can be hand-drawn or completed utilizing a program such as MS Word, PowerPoint, or Paint (in addition to others). The drawing or graphic must be legible.

Assignment #4 – 25 points (Due: Mar. 30)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name "Issues and Crisis Management Overview"

Complete a 2 – 3 page overview of issues facing your selected organization. Convey at least 1 potential crisis that you may need to prepare for in each and define potential strategies for each at a high level with a summary of tactics that might support your strategy.

Class Presentation#2– 30 points (Due: Apr. 20)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name "Reputation Management Group Presentation"

In small groups of 3 – 4 students, research a particular, global company of choice (note: not one of your chosen companies for the final exam) and make a 10- 12 minute group presentation on what you believe

to be its organizational reputation management strategy to be at the current moment, based on what you've read about them. How do you believe they currently measure reputation management? What improvements might you offer? Please utilize PowerPoint for presentation. You will receive guidance on the elements to include in presentation and other format considerations.

Final Plan – 80 points (Due: May 11)

Due electronically by 5 p.m. on the date per the Course Schedule, with the file name as outlined with assignment name "Final Plan"

Your final assignment will be to write an 8 -10 pages, reputation management plan using the model you learned throughout the semester as a guiding framework, keeping in mind the required format for assignments. You will receive detailed grading criteria prior to the assignment due date, so you know exactly what to include and how each element will be graded. Maximum length is 10 pages.

GRADING

Graduate course grades include A, A-, B+, B, B-, C, and F. There are no grades of C+, C-, or D. Students have the opportunity to earn a total of 100 points this semester based on the below scale.

Your course grade will be based on the following:

Class participation	40 points
Mid-Term	40 points
Class Presentations	60 points
Assignments	80 points
Final plan	80 points
Total =	300 points

Grading Metrics:

Students will have the opportunity to earn a **total of 300 points** this semester. Please reference the below grading scale and assignments:

Grading Scale:

A	100 - 93
A-	92 - 90
B+	89 - 87
B	86 - 83
B-	82 – 80
C	79 - 70
F	69 and below

The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program
202-687-4246
<http://writingcenter.georgetown.edu/>

- Academic Resource Center
202-687-8354 | arc@georgetown.edu
<http://academicsupport.georgetown.edu>
- Counseling and Psychiatric Services
202-687-6985
<http://caps.georgetown.edu/>
- Institutional Diversity, Equity & Affirmative Action (IDEAA)
(202) 687-4798
<https://ideaa.georgetown.edu/>

STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; <http://academicsupport.georgetown.edu>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM

Stealing someone else's work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. I will make every effort to provide as much advance notice as possible for any alterations.

COURSE SCHEDULE

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
<p>Class 1 Jan 12. 2017</p> <p>Introduction to Reputation Management and its Components</p>	<p>Doorley and Garcia pp. 1-43 (Chapter 1)</p> <p>See e-reading on Canvas: *Edelman, R. (2016). 2016 Edelman Trust Barometer: Annual Global Study. Retrieved November 24, 2016, from http://www.edelman.com/insights/intellectual-property/2016-edelman-trust-barometer/</p>	<p><u>Benchmark:</u> Learn the components of reputation management and identity.</p>	<p><u>Discussion:</u> The precepts of reputation management, understanding the role of identity, and the “pushmi-pullyu” fallacy.</p> <p>Overview criteria for assignment 1.</p>
<p>Class 2 Jan 19. 2017</p> <p>Ethics – What’s the Big Deal?</p>	<p>Doorley and Garcia pp. 45-91 (Chapter 2)</p> <p>See e-reading on Canvas: *Egan, M. (2016, October 24). Wells Fargo’s reputation is tanking, survey finds. <i>CNN Money</i>.</p>	<p><u>Benchmark:</u> Apply concepts from first week, define communications of ethics and understand their role in an organization.</p> <p><u>Assignment #1:</u> <u>Personal Reputation -</u> Given what you read, define your identity and reputation based on your publicly available information (incl. social media) in 2 – 3 paragraphs.</p>	<p><u>Presenter:</u> Mark Wolff, Director, Family Economic Stability Portfolio, The Pew Charitable Trusts (former VP of Communications for CUNA)</p> <p><u>Discussion:</u> Wells Fargo Case Study; Overlap of ethics and communications in reputation management</p> <p>Overview criteria for assignment 2.</p>
<p>Class 3 Jan 26. 2017</p> <p>Media Relations in a World of Reputational Risk</p>	<p>Doorley and Garcia pp. 92-125 (Chapter 3)</p>	<p><u>Benchmark:</u> Review current news to be up to speed on orgs and public figures experiencing identity crisis.</p> <p><u>Assignment #2:</u> <u>Organization Summary -</u> Identify an organization that you would like to focus on</p>	<p><u>Discussion:</u> Media as a tool in reputation management; the structure of a media relations function; the value of media relationships.</p> <p>Introduce presentation assignment in week 5.</p>

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
		<p>this semester to build a reputation management strategy. Write a one-page summary describing your rationale for choosing this organization and what you hope to learn in the process.</p>	
<p>Class 4 Feb 2. 2017</p> <p>140 Characters Away from Success or Disaster</p>	<p>Doorley and Garcia pp. 126-149 (Chapter 4)</p> <p>Janson pp 6 – 67 (Chapters 1 – 5)</p> <p>See e-reading on Canvas: * Watercutter, A. (2013, February 4). How Oreo Won the Marketing Super Bowl with a Timely Blackout Ad on Twitter. <i>Wired</i>. *The Fundraising Journal. (2011). Case Study: American Red Cross Twitter Faux Pas. Retrieved November 24, 2016, from http://www.thefundraisingjournal.com/Archive/1102/redcross.html</p>	<p><u>Benchmark:</u> Grasp the role of social media in reputational strategy</p>	<p><u>Discussion:</u> Social media’s impact on reputation. Discuss Oreo case study and other case studies as examples of success and failure to support reputation utilizing social media.</p>
<p>Class 5 Feb 9. 2017</p> <p>The Role of Employees in Reputation</p>	<p>Doorley and Garcia pp. 153-181 (Chapter 5)</p> <p>Janson pp 69 – 84 (Chapters 6– 7)</p> <p>See e-reading on Canvas: * Rokka, J., Karlsson, K., & Tienari, J. (2014). Balancing acts: Managing employees and reputation in social media. <i>Journal of Marketing Management</i>. 30(7-8). * Gerstner, L. (2016, October 2). Culture Ate Our Corporate</p>	<p><u>Benchmark:</u> Ascertain how companies can design inside-out reputational strategy</p> <p><u>Class Presentation #1: Media Placement Case Study - Explore a “good” and “bad” example of media (e.g. article, broadcast story) in regard to reputation – distinguish the role of a PR person in each and potential actions</u></p>	<p><u>Discussion:</u> Employee role as ambassadors of an organization; how employees fit into overall strategy.</p> <p>Introduce mid-term assignment</p>

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
	Reputation. <i>Wall Street Journal</i> .	that led to the result. Think through role social media did or could have played. Offer recommendations for improved results. (4 – 5 pages)	
<p>Class 6 Feb 16. 2017</p> <p>Community and Corporate Social Responsibility as a Strategy</p>	<p>Doorley and Garcia pp. 208-224; 333 - 356 (Chapter 7; Chapter 12)</p> <p>Janson pp 85 – 98 (Chapter 8)</p> <p>See e-reading on Canvas: * Minow, N. (2016, November 14). Doing Well By Doing Good – Customers Buy From Companies That Serve the Community. <i>Huffington Post</i>.</p> <p>* Ketchum. (2009, January 1). Haagen-Dazs loves Honey Bees: Let’s Lick This Problem. <i>PRSA Silver Anvil</i>.</p>	<p>Benchmark: Identify the means to effectively and strategically choose a CSR project and incorporate into overall communications and company strategy.</p>	<p>Presenters: <i>Stephanie Bosh</i> Vice President of Communications for Corporate Responsibility <i>JP Morgan Chase (Invited)</i></p> <p>Discussion: Alignment of CSR with larger reputational management strategy.</p>
<p>Class 7 Feb 23. 2017</p> <p>Integrated Communications: From Investor Relations to Marketing:</p>	<p>Doorley and Garcia pp. 225-267 (Chapters 8 and 9)</p> <p>Janson pp 99 – 131 (Chapter 9 - 10)</p>	<p>Benchmark: Cognize the components of an integrated communications approach and how to effectively identify strengths, weaknesses, opportunities, and threats to an organization.</p>	<p>Discussion: SWOT analysis in reputation management; the ingredients of a company personality and how they formulate reputation.</p> <p>Overview criteria for assignment 3.</p>
<p>Class 8 Mar 2. 2017</p> <p>Part 2: Integrated Communications</p>	<p>See e-reading on Canvas: * Raithel, S & Schwaiger, M. (2014, February 10). The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value. <i>Strategic Management Journal</i>.</p>	<p>Benchmark: Distinguish the concepts of integrated communications in practice.</p> <p>Mid-Term: Write a 3-5 page case study on reputation management using the</p>	<p>Presenters: Raymond F. Kerins Jr. Senior Vice President Head of Communications, Government Relations & Policy Bayer Corporation</p>

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
		<p>case study format learned to date in the semester and based on an existing company or organization you have selected with your organizational summary assignment in week 3 (unless you have discussed otherwise with instructor).</p>	<p>Assign group projects for presentations in week 12</p>
<p>Class 9 Mar 16. 2017</p> <p>Issues Management</p>	<p>Doorley and Garcia pp. 268-294 (Chapter 10)</p> <p>Janson pp 133 – 155 (Chapter 11)</p> <p>See e-reading on Canvas: *McKenna, P. (2015, December). The Value in Developing a Leadership Brand. <i>Of Counsel</i>, 34(12).</p>	<p><u>Benchmark:</u> Realize the role social media plays in managing crisis communications; know how to effectively build communities to support organization during crisis.</p> <p><u>Assignment #3: SWOT Analysis</u> - Complete a 2 – 3 page SWOT Analysis based on the Janson readings for the organization you selected at the beginning of the semester. Include a radar chart as part of your analysis.</p>	<p><u>Discussion:</u> Understand larger landscape and context for issues as they might impact an organization.</p> <p>Overview criteria for assignment 4.</p>
<p>Class 10 Mar 23. 2017</p> <p>Crisis Communications and Reputational Risk</p>	<p>Doorley and Garcia pp. 292-332 (Chapter 11)</p> <p>Janson pp 157 – 192 (Chapter 13-15)</p> <p>See e-reading on Canvas: *Saia, C. (2016, August 26). Triple threat: How to handle three top risks to reputation. <i>Compliance Week</i></p>	<p><u>Benchmark:</u> Apply fundamental crisis communications lessons from case studies and teachings from readings.</p>	<p><u>Presenters:</u> (Guest Speaker TBD)</p> <p><u>Discussion:</u> Checklist for crisis response, dealing with rumors, know how to avoid crises (ten mis-steps)</p>
<p>Class 11 Mar 30. 2017</p>	<p>Doorley and Garcia pp. 357-376 (Chapter 13)</p>	<p><u>Benchmark:</u> Comprehend the key challenges PR</p>	<p><u>Presenters:</u> Samantha Villegas Owner, SaVi PR LLC.</p>

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
Public Relations Consulting and Reputational Consequences	*	<p>consultants face in reputation management as well as the important aspects of managing PR consultants as an internal client</p> <p><u>Assignment #4: Issues and Crisis Management</u> - Complete a 2 – 3 page overview of at least 2 issues facing your selected organization. Convey at least 1 potential crisis that you may need to prepare for in each and define potential strategies for each at a high level.</p>	<p><u>Discussion:</u> Managing a consultant and understanding the reputational risks posed by third parties. Considerations for small businesses and consultants in reputation management.</p>
<p>Class 12 Apr 6. 2017</p> <p>Measuring Reputation Management</p>	<p>Janson pp 195 – 219 (Chapter 16-17)</p> <p>See e-reading on Canvas: * Marshall, L. (2016, September 1). Reputation Measurement: Where Is the Love? <i>Public Relations Tactics</i>.</p>	<p><u>Benchmark:</u> Discern measurement tools for reputation and how to conduct a reputation audit.</p>	<p><u>Discussion:</u> Methods of measuring reputation. Steps in a reputation/perception audit.</p> <p>Preview the final exam and discuss criteria.</p>
<p>Class 13 Apr 20. 2017</p> <p>Reputation Management Planning (Part I)</p>	<p>See e-reading on Canvas: * Eccles, R. G., Newquist, S. C., & Schatz, R. (2007, February). Reputation and Its Risks. <i>Harvard Business Review</i>.</p> <p>* Marr, C. (2009, June 22). Geeks Unite: How Geek Squad Used Reputation to Build a Strong Brand. <i>PRSA Podcast</i>.</p>	<p><u>Benchmark:</u> Recognize the components of a reputation management strategy.</p> <p><u>Class Presentation #2:</u> In small groups of 3 – 4 students, research a particular, global company of choice (note: not one of your chosen companies for the final exam) and create a 10- 12 minute group presentation on what you believe to be</p>	<p><u>Discussion:</u> Discuss reputational risks and how reputation can be formulated in practice (using the example of The Geek Squad).</p>

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
		its organizational reputation management strategy to be at the current moment, based on what you've read about them. How do you believe they currently measure reputation management? What improvements might you offer?	
Class 14 Apr 27. 2017 Reputation Management Planning (Part II)	Doorley and Garcia pp. 377-395 (Chapter 14)	<u>Benchmark:</u> Apply the components of a reputation management strategy.	<u>Discussion:</u> Reputation management strategy; preparation for final exam.
Class 15 May 11. 2017 The Future of Public Relations (Final Exam)	No reading this week	<u>Benchmark:</u> Understand the challenges and opportunities in regard to reputation management planning, implementation, and measurement. <u>Final Exam :</u> Submit Final Assignment_of an 8 – 10 page reputation management strategy for your selected organization (chosen at beginning of semester)	<u>Discussion:</u> The future and the risks and opportunities for PR practitioners in the realm of reputation management.