

Problem-Solving Assignment for Public Relations

Suppose you could represent the client, what would you do?

- I. You work on an authentic, real-world problem that does not have one right answer.
- II. You apply what you are learning to solve the problem for a client that will be assigned to your group.
- III. You are responsible for your effort and assessed on your work.
- IV. You work with the group and are assessed on your contribution to the group.
- V. Technology will be used in context to help solve the problem.

Project learning starts with creating a digital kit which means you will need to create a Google Drive (Google email) account. Your collection of digital content will be stored on Google Drive for use to edit, share and eventually use to place information in your completed project.

Using Google Docs, assemble still images, video and audio clips, web links, links to articles, text -- connected to the topics being studied. You will be responsible to conduct web research and collect reliable and accurate information from sources. Sources must be attributed. Then, use the content in your digital kit to assemble the final product. **THE GMAIL ACCOUNT IS ONLY USED FOR PROBLEM SOLVING WORK, NOT OTHER CLASS MATTERS.**

Bring your class text, laptop, phone, iPad, etc. to class. We will use some class time to collect information for the digital kits but you don't have to be in the same room to work together to create a digital kit. Some work outside class is expected. And, when you search for images directly in Google Docs, Google only returns images licensed for reuse.

Your Work

Each person in the group creates their own digital kit by collecting resources to place in their Google Drive. You are responsible to collect materials to define the problem, identify strategies, and propose solutions to the problem. It is important that you coordinate with each member of the group in your effort to find the right answers for the client.

The digital resources you assemble in your digital kit to answer the question are key terms from the public relations text.

- 1- *You will select three key terms from the text.
- 2- Key terms selected cannot be duplicated in the group.
- 3- The instructor limits duplication among students.
- 4- Groups are independent of each other (You are not copying work from other students.)

** If you are repeating this class you cannot select key terms already attempted in any previous class.*

Solve the Problem

Suppose you could represent the client, what would you do?

For example, the “reflective paradigm” is an important key term from chapter 1. We can apply this key term and propose the client use this information.

We have to explain (demonstrate) to our client why the “reflective paradigm” is important to success.

The statement I have chosen is: **“Examine how the ‘reflective paradigm’ functions successfully.”**

To respond to this statement we assemble digital materials in our Google Drive. We collect materials that will provide a **specific example** to answer the question.

We need materials that answer the question and demonstrate to the client the value of our proposed idea. (You complete this process for each of the three key terms, assembling materials in different folders.)

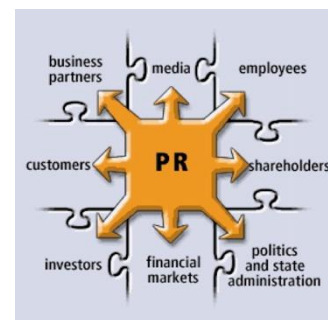


Image source: <http://radio-indiana.com/wp-content/uploads/2010/08/PRcorporatchart.jpg>

Create the folders for your digital kit, one for each key term. Label each folder with your last name, an underscore _ and the name of the key term you use for the problem-solving activity. For example, name the folders “Jacobs_reflective paradigm”, “Jacobs_stakeholders” and “Jacobs_branding”. Place the appropriate materials in each folder. You will “share” these folders (via Gmail) with me for grading.



Each **folder** you send to me will have **one** file.

Give the file the name of the key term. Provide the definition of the key term (taken from the text) and give credit to the source as “Guth & Marsh, Public Relations – A Values Driven Approach, 5th edition”. Include the page number(s).

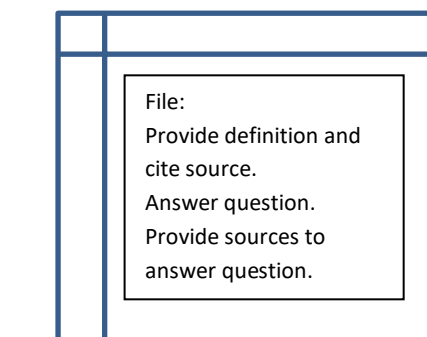
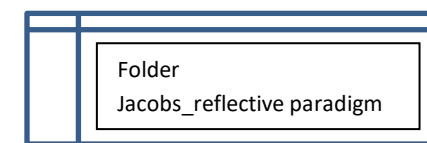
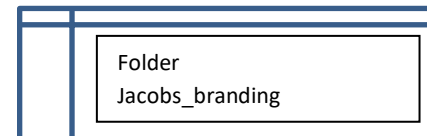
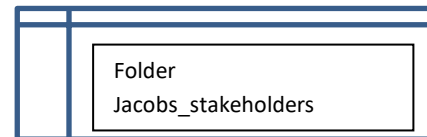
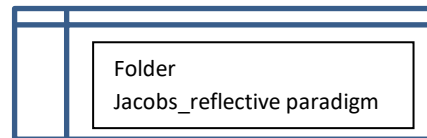
In a separate paragraph type the question you have chosen to answer. In that file provide the question and the necessary text that answers the question with a specific example (based on the additional resource you collected). The answer is at least one but no more than three paragraphs.

1. The answer must include a working link to a source (article, web site, etc.).
2. Use a quote from the source as part of your answer (identify the quote).
3. For an outstanding answer include a link to a video or image relevant to the answer. Include a working link to the source (image or video).
4. Provide a concise statement (several sentences at most) to explain how this video or image is relevant to your answer. The quality of the material will determine if your answer is outstanding.

Here is a link to numerous sites that can supply the images you need to complete the assignment: <http://theedublogger.com/2014/07/09/the-ultimate-directory-of-free-image-sources/>

I also have links to important web sites that can assist you in finding videos, images, web sites, articles and other materials. Go to <http://professorjacobs.weebly.com/public-relations.html> and scroll down the page to locate “Important Links for Problem Solving Assignment”.

For grading, see the “problem solving evaluation” grading rubric on my Weebly site.



When finished with your work email all the folders (as attachments) to my Gmail account jacobscoc@gmail.com by the deadline.

Failure to follow the directions for submitting materials in the precise method explained above will result in at least a 5 point penalty. If the folders/files cannot be accessed for grading and the work is late, it results in an automatic 5 point (minimum) penalty. Continued delays meeting the deadline result in additional penalties.

Choosing the Right Questions

After identifying the key term (reflective paradigm) and defining the key term (your text provides definition) we then chose a question/statement that would solve the problem. I chose #5* from the list below, "Examine how _____ functions successfully." I insert my key term into the statement and it becomes, "Examine how the 'reflective paradigm' functions successfully." Proper research including specific example(s) are collected and placed in your Google Drive folder. Repeat this process for the other two key terms.

List of Questions

Here is the list of questions/statements that you must choose from that you apply to your key terms. **Remember, your answers must connect to solving the problem for the client!**

- 1) Why is _____ (this information) important?
- 2) Classify (how is) the quality of the content produced for public relations.
- 3) Imagine (hypothesize) what it would be like to work for this company, (**based on fact, not opinion**) using _____ (public relations).
- 4) Compose a (simulated) statement, (**based on fact, not opinion**) from a media consumer critiquing _____ (public relations).
- 5) *Examine how _____ functions successfully in public relations.
- 6) Point out how _____ impacts public relations.
- 7) Construct a scenario of how to accomplish _____ in public relations.
- 8) Understand how _____ impacts public relations.
- 9) Justify the need to (do) _____ in public relations.
- 10) Examine the actions of _____ or an event in public relations that happened. What would you do differently (provide a specific example)?
- 11) Solve a dispute between _____ and _____ in public relations.
- 12) Do you agree with the actions/outcome of _____ in public relations?



13) Can you assess the value or importance of _____ to public relations?

Very Important

To complete your assignment each member of the group must choose three key terms. Members of the group cannot do the same key terms.

Before work starts an email must be sent to the professor showing

the key terms and their respective chapters for each person.

Information (answers & resources) collected from the different

groups cannot be shared among students in any team.

*The last page has a flow chart. It is a visual of the process explained in this handout.

*Case studies found in the text can be helpful in your effort to answer the questions.

There will be a class discussion of the problem solving effort.

Each person will discuss their answers with the group prior to our class discussion.

The problem solving activity accounts for 70% of your grade. A case study assignment will account for 30 % of your grade.

Steps to complete the process:

