

Case Study

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Abstract

- Case Study
 - What is Case Study?
 - Which techniques that are useful for this method?
- Communication Tactics
 - What are tactics that people use to improve their career?
 - Which strategy do a person use?
 - How does it involve in the mass media?

Organization

- What is the important role of Organization in the Public Relations field?
- SWOT
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Find the Information of Organization
 - Goals
 - Missions
 - Values
 - Challenges
 - Opportunities
 - Issues

RACE

- RACE
- What is idea of RACE in the case study?
- What is RACE stands for?
 - R - Recognize
 - A - Access
 - C - Control
 - E - Evaluate

Public Relations and Stakeholders

- Public Relations
- Describe two strategies
 - Key Public
 - Key Messages
- The strategies of Public Relations
 - The impact of Public Relations
 - How does it inspire your company and organizational systems?
 - Two Publics
 - Internal Publics
 - External Publics
- How does stakeholders plays an important role in the organization systems?
- Describe the three ways that involve stakeholders.
 - Interests
 - Attitudes
 - Behaviors

News Coverage

- What is important role of News Coverage in the case study method?
- Find an articles that relates to this topic.
 - Why this topic is important to understand the news media?
 - How do you portrays the media coverage as strategy?
 - What are ways does it impact the media coverage?
 - Please explain why and support your thesis.

Use your book to find another articles that involves in two strategies.

- Questions for Discussion
- Big Deeper

Conclusion

- How does Case study support students?
- What did you learn about the case study project?
 - How do you reflect on your paper?