AD 741 Imaging: Brands, Personality, and Persuasive Communication
3 Credits; Spring, 2013

Instructor: Dr. Donald Fishman
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Office: Maloney 541
Office Hours: M: 1:30-2:45; W: 6:00-7:00 p.m.; and by appointment
Telephone: 617-969-4190
Class Time: Tuesdays: 6:45 p.m. to 8:30 p.m.
Room: Lyons Hall 207

Boston College Mission Statement

Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate, and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual idea of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit University, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and values systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description

In our culture, image is about conveying success. It is what makes us want to buy a brand or vote for a candidate. This course explores the powerful role of imaging, the use of trademarks as a vehicle to convey a corporate image, and how a "marketable personality" (for a product, service, organization, or individual) is defined, developed, and communicated. The course examines strategies for balancing the emotional and rational factors of a message, finding a position with "soul," and using research to full
advantage in relation to image failure and crisis management. A look at how imaging is affected by the ever-expanding world of media and how it influences the corporate bottom line. Video and audio presentations and case studies provide stimulating examples. Students will better understand the imaging process and develop the know-how to evaluate and use it. In addition, the literature of crisis communication will be explored in depth with examples drawn from the Tylenol case study to the British Petroleum Oil Spill.

Course Objectives

1. Students will develop an understanding of the role of an image and the personality of a company during a crisis situation.

2. Student will be able to identify natural-history theories, strategies-based theories, and miscellaneous theoretical approaches to crisis management.

3. Students will apply theories and constructs to real-life case studies of crisis events that have occurred during the past thirty years.

4. Students will demonstrate an ethical competency in the detection of persuasive messages by management to explain the causes and effects of a crisis situation.

5. Students will acquire competencies in presenting information, synthesizing data, and using modern technology to present solutions to case-study problems.

REQUIRED READINGS

Each student should have a copy of the following coursepack: Donald Fishman, Readings in Crisis Communication (Chestnut Hill, BC Press, 2013). In addition, there may be a series of readings--as needed--placed on reserve at O'Neill Library. Readings should be completed on or before the dates listed, and students should be prepared to discuss intelligently the materials they have read.

REQUIRED PRESENTATIONS

Each of you will give a minimum of two major speeches during the semester: (1) A Marketing Speech; and (2) A Crisis Communication Presentation. On any night that you are assigned to speak, you should be here. Period. Unless you have worked out an arrangement ahead of time with the instructor.
COMPUTATION OF THE COURSE GRADE

The approximate breakdown of points awarded during the course is as follows: Marketing Presentation, forty percent; Crisis Communication presentation, forty percent; Take-Home Examination, twenty percent. Excessive absences during the semester will be cause for automatically lowering the final grade.

Course Schedule

January 15: Introduction to Persuasive Communication
January 22: Paradigm Cases Reconsidered: Tylenol & Exxon
January 29: The Exxon Valdez Oil Spill
February 5: The BP Oil Spill
February 12: No Class: College of Advancing Studies
Schedule Break Week
February 19: Theoretical Models: Fink and Benoit
Focusing Event Theory: Birkland & Downs
February 26: Persuasive Communication & Marketing,
Part I
March 5: No Class: Spring Vacation
March 12: Persuasive Communication & Marketing,
Part II
March 19: Presentations

March 26: Presentations

April 2: A. Discuss Presentation #2
B. Organizational Problems
C. Lecture on Competitive Bids

April 9: Analyzing a Crisis Problem

April 16: No Class: Advancing Studies Dinner

April 23: Competitive Bid Presentations,
Problems 1 & 2

April 30: Competitive Bid Presentations
Problems, 3 & 4; Course Summary

May 7: Take-Home Examination Due

Reading Assignments

January 22: Fishman, Berg & Robb, "Crisis
Management and the Paradigm Case," 82-98

Fishman, ten Berge, 67-81

January 29: Fishman, William J. Small, "Exxon
Valdez, How to Spend Billions and
Still Get a Black Eye," 117-133

February 5: Fishman, Tyler, Liability, 371-393
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<td>February 12:</td>
<td><strong>No Class: College of Advancing Studies Schedule</strong></td>
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<td>February 19:</td>
<td><strong>Introduction to Theoretical Models:</strong></td>
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<td>Fishman, Theoretical Concerns, 169-170</td>
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<td>Fishman, Fink, Stage Analysis, 171-192</td>
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<td>Fishman, Benoit, Image Restoration Theory, 193-202</td>
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<td><strong>Focusing Event Theory:</strong></td>
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<td>Fishman, Birkland, 215-222, 223-254</td>
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<td>Fishman, Downs, Issue-Attention Cycle, 255-267</td>
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<td>February 26:</td>
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<td>Edsel, 25-37</td>
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<td>Starbucks (Distributed Readings by Instructor)</td>
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<td>March 5:</td>
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<td>March 12:</td>
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<td>Fishman, Coca-Cola, 134-152</td>
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<td>Fishman, McDonald's, 46-66</td>
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<td>Euro Disney (Distributed Reading)</td>
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<td>March 19:</td>
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April 2: No Reading Due: Discuss Crisis Presentation

April 9: Fishman, GEICO, 38-45
Fishman, Firestone Recall, 12-20
Fishman, 163-195
Fishman, Crisis Summary, 500-530

April 16: No Class: Graduate Program in Administrative Studies dinner

April 23: Competitive Bid Presentation #1 & #2

April 30: Competitive Bid Presentation #3 & 4 Course Summary

May 7: Take-Home Examination Due

The readings in the course are front-loaded. After the marketing presentations, the emphasis will be placed on the competitive bid presentation. Few, if any, formal readings will be assigned as you can see from the schedule of assigned readings.

CONTACT INFORMATION

In an age of multiple telephones and multiple e-mail accounts, the real trick is to find out which are the forms of communication that people are actually using. Because of the possibility of bad weather during the winter months, I need an e-mail address that you use everyday—not the one that is assigned to you by the university or that you glance at once-a-month. Same principle applies to a telephone number. In addition, please use my 617-969-4190 number; please don't be reluctant to call my home phone number.