UNIVERSITY of VIRGINIA | SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

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Class Overview

General Class Information

Instructor Name: Dr. R. Kay Green

Telephone: (912) 224 – 5814 EST

Email: rcg9w@virginia.edu

Website: www.drkaygreen.com

Linked In: http://www.linkedin.com/in/drkaygreen

Office Hours: T-TH 3:00 – 5:00 PM EST

Subject Area and Catalog Number: Public Relations NCBM 115

Year and Term: Fall 2014

Class Title: Image Management

Level: Undergraduate

Credit Type: Noncredit

Class Description: Examines image management as a tool used by public relations professionals to build or strengthen a company's image in the eyes of the public. Learn about the power of public relations and corporate image using the latest practices and techniques to create favorable public impressions, establish a recognizable image, and develop an effective imaging plan.

Required Text: Dooley. J. & Garcia, F. (2010). Reputation Management: The Key to Successful Public Relations and Corporate Communication Paperback (2nd Ed). ISBN-13: 978-0415801850

Diermeier, D. (2011). Reputation Rules: Strategies for Building Your Company's Most Valuable Asset. ISBN: 978-0-07-176374-5

Learning Outcomes: By the end of this course, each student should be able to:
1. Understand the evolution of image management from its historical roots to the present
2. Gain a deeper understanding of the business of image management in today's media environment
3. Explore emerging politics regarding developing image management practices;
4. Critically analyze contemporary image management, particularly in regards to concepts like class, race, and gender
5. Examine current developments in the field of image management in the broader modern media landscape, applying what you have learned to their analysis.

Assessment Components: There are a series of assessment components designed to help you learn the components of preparing for and planning good research. Assessment components of the course students will be required to complete include: assignments, case studies, projects, discussions, and the final exam.

Delivery Mode Expectations: Web-Based Course

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Required Technical Resources and Technical Components:

- Computer with basic audio/video output equipment
- Internet access (broadband recommended)
- Microsoft Word