

Learning Outcomes:

- Assess evolving communication in the Coronavirus pandemic
- Identify strengths and weakness in existing communication responses
- Develop recommendations for improved communication

Drawing on your knowledge of public relations, advertising, and/or crisis communication, write a 5-10 page paper on one of the following options. Provide specific support for your decisions or opinions, referencing appropriate texts or courses wherever possible.

- Analyze a specific company, industry, state, or organization response to COVID-19: how did they respond and how did the response evolve as the crisis worsened?
Options may include:
 - Grocery stores – ie, how they handled shortages, the needs of the elderly, etc
 - SUNY, or SUNY Cortland
 - Higher education – ie, how did different colleges handle the pandemic, how did communities and companies work to support education?
 - New York State and Governor Cuomo – ie, how well is information disseminated, how well are policies explained?
 - Amazon.com
 - Banks and credit card companies
 - Other, based on your experiences and interests

Consider what was done well, what was done not-so-well, and what recommendations you would make for how the communication could have been.

- Offer a consideration of how the field of public relations may be impacted long-term (that is, permanently changed) by the Coronavirus pandemic? What do you think PR offices will have to prepare for? How do you think the work culture itself might change? What will companies need to consider in their communication strategies (PR, marketing, advertising, internal relations...) Does your experience in this event make you reconsider your career goals (the kind of organization/industry in which you want to work, the kind of benefits you want to secure, the kind of corporate culture you would be willing to work in, etc)?
- Create your own communication/PR plan in light of the COVID-19 pandemic. Respond to some problem you perceive in communication as it currently is.
Possibilities may include:
 - Addressing the incorrect belief that younger people aren't impacted by the virus (which led to dangerous Spring Break partying).
 - Addressing the disbelief or skepticism among Baby Boomers that the pandemic is primarily media hype.
 - Outlining suggested communication for celebrities who the public perceives as being out of touch in their vapid response to the pandemic
 - Other, based on things you perceive that have not been handled well in some aspect of communication

Grading: Pass/Fail