RESEARCH PAPER ABSTRACT

A CASE STUDY ANALYSIS OF RELATIONSHIP MANAGEMENT DURING A PUBLIC RELATIONS CRISIS

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This research study analyzed the crisis communications strategy McNeil Consumer Healthcare utilized in response to consumer reaction to the “Motrin Moms” marketing campaign launched in September of 2008.

The study was presented using a descriptive case study format, while focusing on Ledingham's Relationship Management Theory. Facts concerning the case were gathered through an analysis of national online news media coverage spanning a three-day period to determine the tone of media coverage.

The research paper relied on Grunig’s Excellence Study and Ledingham’s Relationship Management Theory to illustrate the public relations efforts utilized by McNeil Consumer Healthcare to manage and cultivate its long-standing relationship with the company’s key publics using two-way communication techniques.