PUR 4404C
International Public Relations (Section 1497 and)
Spring 2019

Department of Public Relations
College of Journalism and Communications
University of Florida

Class Meeting:
There are no required times for us to meet.
All work for the week should be completed by 11:59 pm on a **Saturday** (with the exception of spring break week, when work will be due Friday, but I will give you ample warning)

Instructor: Barbara Myslik, M.A.

Email: **bmyslik@ufl.edu**, or contact me via Canvas Messages.
Normally, I respond to emails within 24 hours during workdays.
Please, begin your email subject with "**PUR4404C**"
Office: Weimer Hall 2034
Skype Office Hours: by appointment

Course Description

Welcome to International Public Relations! PUR 4404C is an upper-level undergraduate online course designed to introduce students to the global perspective on public relations in corporate, agency, and government public relations. A primary goal of the course is to help students become knowledgeable of the ever- increasing development of the field across the world and the opportunities it offers to them, especially in government, transnational businesses, non-governmental organizations, and global agencies.

Objectives and Learning Outcomes

The goal of this class is to teach students following skils:

- To distinguish between the various environmental variables shaping the evolution of public relations and the use of specific practices in different regions or particular countries worldwide.
- To become knowledgeable about how public relations has developed and is practiced in other countries by reviewing pertinent literature and research findings.
- To increase awareness of the different types of private, public, for-profit, not- for-profit, and activist organizations that use public relations strategies in a global arena.

- To research, track, and present the public relations efforts of a transnational organization facing a crisis or challenging situation, and the efforts of a multinational corporation to communicate authenticity claims and promises of its corporate identity.
- To understand the country-specific approach of conducting a public relations campaign based on real case studies and guest speakers' presentations.
- To further appreciate multiculturalism and diversity of societies as they relate to global public relations.

Course Format & Expectation

This learner-centered course will provide you with the ability to manage your schedule, while also allowing you to be fully engaged in the learning process. Lecture content from the instructor will be delivered through video lectures, slides and extra readings. Discussions, quizzes, exams and the final project will help keep you engaged in the course and keep you connected to your classmates. We will rarely simply recount what is stated in the reading materials, but rather use them as a springboard for expanded discussion and problem solving. This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions. It is essential that you keep up with the reading schedule and actively participate the online discussion. Not all of the materials that you read will be discussed or explained in video lectures, therefore, if you need further explanation or clarification please take advantage of the Skype office hours. If you have an issue, or some part of the material that is hard for your to grasp, please let me know and ask for help sooner, rather than later.

Attitude is fundamental and crucial thing wherever you go and whatever you do, and I can't emphasize enough how strongly I believe in that statement. That is why in my class EVERY student is expected to _read the assigned materials before class_ and _actively participate in class discussion and activities_. There are no wrong questions, and you always learn and remember better when you ask. But when you don't ask I cannot know how to help you.

Required Reading

Freitag, A.R., & Stokes, A.Q. (2009).
Global public relations: Spanning borders, spanning cultures.
New York, NY: Routledge.
Additional required readings will be made available via e-mail as the course progresses, typically as Adobe pdf files.

Software / Computing requirements

Canvas will be used to administer the course communication, final project, grades, and other materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms). Since online assignments are the primary interaction tools of this class, it is very important for you to keep up with all the assignments due. Canvas can remind you of up-coming due dates. Please check the site on a daily basis for announcements and/or threads of comments from either classmates or the instructor.

A screen+audio recording software is required for the final project. Instead of having online live meetings, this class requires you to upload a video of your case presentation to YouTube.

The screen-recording feature is available on:

OS Windows: PowerPoint (2013 and 2016) https://support.office.com/en-us/article/Record-your-screen-in-PowerPoint-0b4c3f65-534c-4cf1-9c59-402b6e9d79d0

Mac OS: QuickTime Player http://osxdaily.com/2010/11/16/screen-recorder-mac/

Or Online: BigBlueButton https://bigbluebutton.org/

Once you saved your video, upload it to YouTube and make sure to set up its privacy settings to either Public (will appear in search results) or Unlisted (will be available by link only).

If you have any difficulties with video recording (e.g. no software/microphone), please let me know at least one week prior to your presentation submission deadline.

Assignments

You will be graded based on the followig assignments:

Quizzes (13)	20% of your final grade
Discussion posts	10% of your final grade
1st exam (Midterm)	20% of your final grade
2nd exam (Final)	20% of your final grade
Final presentation	25% of your final grade
Peer evaluations	5% of your final grade
Total	**100**

Quizzes

Quizzes (13)   20% of your final grade

Quizzes consist of a few simple true/false, multiple choice, or short answer questions probing the content of that week's lecture and/or readings. If a quiz has been assigned for that week, you will need to have it completed by Saturday at 11:59 p.m. EST of that week.

Discussion Posts

Discussion posts   10% of your final grade

Assignments include weekly online reactions to readings/lectures or current events. This assignment is administrated as an online forum. You are encouraged to participate in the discussion and comment on others' posts. Discussion posts are due by Saturday at 11:59 p.m.

Midterm and Final Exams

20% each, 40% in total

Exams are designed to test the student's knowledge of the main ideas covered in the text and assigned readings, lectures, guest speakers, and case study team presentations. **Students are responsible for all assigned readings; exam questions will come from all of these sources. Exam study guides will be provided.**

Final Project   25% of your final grade

Your final project is a case study of the recent communication efforts of a multinational organization involving home, host, and/or transnational publics/audiences in the region of the world specified in the course reading schedule. This assignment affords an opportunity to examine real-world international public relations cases and apply what you are learning in this course. The main objective is to understand how these corporations or organizations are addressing international, global, or intercultural issues in their communications efforts in specific regions of the world.

Peer evaluations   5% of your final grade

All students in the class will be required to evaluate each presentation, except for their own, on a number of criteria specified in the rubric. These evaluations are confidential, meaning that only you and the instructor will be able to see them. Because each

presentation will be graded, in part, based on peer evaluations, accuracy of your evaluations is crucial. You will be able to receive up to 1 point for each evaluation you submit: 0 points – not completed, 0.5 points – some items mistakenly marked as present whereas they are absent in the presentation or vice versa, 0.75 points – some minor errors, 1 point – completed, no errors. Peer Evaluation process will be administered via Qualtrics, links to each project's evaluation form will be provided by the instructor. All peer evaluations for all projects presented that week are due by Saturday at 11:59 p.m.

Course Grading
Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	100 Scale (100%)
A	94-100%
A-	90-93.9%
B+	87-89.9%
B	84-86.9%
B-	80-83.9%
C+	77-79.9%
C	74-76.9%
C-	70-73.9%
D+	66-69.9%
D	64-66.9%
D-	60-63.9%
E	66-69.9%

Extra Credit
A few credit opportunities will be available throughout the semester:
For student evaluations of teaching (https://evaluations.ufl.edu, also available via Gator Rater tab on Canvas), all members of the class will be awarded one (1) bonus percentage point to their final grade if 80% of the enrolled class completes evaluations, and two (2) bonus percentage points if 100% of the enrolled class completes evaluations. That, typically is enough to move many students from B+ to A- or A- to A.

1 extra credit (which equals 1% of the final grade for the course) will be offered for research participation through CJC's SONA research management system (https://ufl-cjc.sona-systems.com). Please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have

become available. Typically, it is not until around the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ If you have any questions, please contact the CJCSONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu

If there are be any other extra credit opportunities, students will be notified via Canvas.

Late work policy:

The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, deadlines are treated seriously in this class. All assignments are due by 11:59 p.m. on the date of the deadline, unless otherwise instructed.

Late submission penalties assignments: quizzes, discussion posts, project proposals, peer evaluations, etc:

1 min. – 24 hours late 10% of the grade

24 hours – 7 days late 50%

After 7 days – the project is no longer accepted and you receive no credit

If you miss the deadline for some reason you have to notify the instructor up to 24 hours in advance. If prior arrangements are not possible due to extenuating circumstances, an excused delay must be requested in writing and documentation provided for verification. If an excuse is granted, late work may be accepted with penalties assessed for late submission, as seen appropriate by the instructor.

n general, acceptable reasons for failure to submit assignments on time include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

For any questions regarding a given grade, please contact me within 24 hours after the grade is received.

Academic Honesty

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

"We, the members of the University of Florida community,
pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied:

" On my honor, I have neither given nor received unauthorized aid in doing this assignment. "

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. **Violations of the Honor Code at the University of Florida will not be tolerated.** Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:
https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/
http://gradschool.ufl.edu/students/introduction.html
Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

Course and Instructor Evaluation

It is important to participate in the evaluation of every class in order to improve class by providing your feedback on the quality of instruction. Regarding the course evaluation, you will receive an email reminder or you will be able to assess evaluation system to complete it at https://evaluations.ufl.edu. Your feedback will be appreciated and helpful to advance this course further. Summary results of these assessments are available to students at:
https://evaluations.ufl.edu/results

Students with Challenges

Students requesting accommodation for disabilities must first register with the Dean of Students Office (www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor

when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Student Services

Division of Student Affairs (352-392-1261)
Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. www.ufsa.ufl.edu
UF Counseling & Wellness Center (352-392-1575)
The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. www.counseling.ufl.edu/cwc
Computers
Call 352-392-HELP (4357) or email helpdesk@ufl.edu.
For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:
Learning-support@ufl.edu
(352) 392-HELP - select option 2
https://lss.at.ufl.edu/help.shtml

Additional notes

- The instructor reserves the right to make changes, if necessary, to the syllabus, grading system, schedule, or other matters pertaining to the class.
- Please be aware that the instructor will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response.
- Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you.
- If you notice yourself having trouble in the course, it is crucial that you see me immediately. Please feel free to approach me about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.
- Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.