

PUR 4404C: International Public Relations

(Sections 1315 and 1316)

Fall 2019

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

Instructor

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Contact

You can email me at oleheavy@jou.ufl.edu or via Canvas Inbox. For questions related to course concepts, assignments, policies, and procedures, please use the Questions and Answers discussion forum on the course site. For communications of a personal nature (e.g., course performance, medical emergencies) or if you need to contact me over the weekend, please email me directly at the university account listed above and include "PUR4404C" in the subject line.

Office Hours:

As an asynchronous online distance learning class, I do not have set in-person office hours. You may contact me via email to schedule an appointment. We can meet via Zoom, Skype, or phone.

Course Website and Login

The course is held in Canvas (UF e-Learning). Go to <https://elearning.ufl.edu/>. Click the orange e-Learning button. Login with your GatorLink account. Your course will be in the Courses menu on the left navigation. You might have to click All Courses at the bottom depending on how many courses you have taken at UF.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

Class Meeting Times

There are no required times for us to meet. All work for the week should be completed by 11:59 pm on the date and week they are due.

Prerequisites

To enroll in this course, you must have successfully completed PUR 3000 – Principles of Public Relations.

Course Description

International public relations is practiced by private, public, not-for-profit, and non-governmental organizations that progressively engage in building and maintaining relationships with stakeholders in many locations worldwide.

PUR 4404C is an upper level undergraduate course designed to introduce students to the global perspective of public relations with an emphasis on corporate and agency public relations practice. A primary goal of the course is to help students become knowledgeable about the ever-increasing development of the field across the world and the opportunities it offers, 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 skills:

- Acquire an understanding of the various environmental variables that determine the evolution of public relations and the use of specific practices in different regions or nations worldwide.
- Increase awareness of how public relations has developed and is practiced in other countries.
- Discuss and analyze the country specific approach and other factors influencing how international public relations is practiced by applying course concepts to global case studies and current business practices.
- Define and apply concepts relevant to international public relations, such as cross-national conflict shifting, corporate social responsibility, cross-cultural competence, generic-specific theory, glocalization, local knowledge (PR firms, global teams) and cross-cultural competence, and influencers/social media practices.
- Research, analyze, and write a global case study on the international public relations efforts of a multinational organization in a host country.
- Conduct cultural and environmental research to create a rationale, key messages, and a social media kit or press release for a global PR campaign.

Method of Instruction.

This learner-centered course will primarily use online instruction, video lectures, PowerPoint presentations, readings, case studies, videos, quizzes, discussion group posts, peer review, and projects to engage in the learning process. We will rarely simply recount what is stated in the readings, but rather use them as a springboard for expanded discussion. We will emphasize *interactivity* and *collaboration*, much like the collaborations that operate in the professional world.

This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in materials and online into workable solutions. It is essential that you keep up with the lectures and the reading schedule as each week's learning progressively builds on the prior one. Not all the materials that you read will be discussed or explained, therefore, if you need further clarification, please ask questions.

Course Expectations:

The course is delivered online via the Canvas platform. You are expected to follow a weekly outline that is found on the Home page of the course. The outline provides materials and opportunities to engage and practice the information learned in sequential steps that ultimately lead to the goals and objectives of the course. Within each week's outline, you will find the week's topic, learning objectives, lecture, readings, and assignments.

Students are expected to demonstrate high quality writing skills on the first day of class. I expect students to be knowledgeable of grammar rules, essay structure, and proper citation styles.

- Students may use APA style in this course to cite sources: <http://www.apastyle.org/learn/quick-guide-on-references.aspx> or <http://www.bibme.org/citation-guide/apa/>.
- Students may check their grammar using: <https://www.grammarly.com/>

Course Assignments

All class assignments submitted for grading should be typed using a standard 8-1/2 x 11 format, double-spaced, and Arial or Calibri font. Students should submit ALL assignments electronically, via the online course site, in a Word or PDF file. Students can find detailed descriptions of the course assignments in Canvas under the Assignments tab in the navigation bar.

Course Communication

You are expected to show respect for the instructor and one another irrespective of language ability, cultural beliefs, age, nationality, sexual orientation, etc. You should give others equal opportunity to formulate and express opinions, experiences, and ideas. All students should be supportive of a cooperative learning environment.

Course Preparation

You are responsible for completing the reading material and video lectures before the class assignments are due on that topic. You should be prepared to answer questions related to the material, ask questions about issues of interest, AND ask for clarification of concepts introduced during each module when appropriate.

Required Reading

- Alaimo, Kara, PhD. (2017). [Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication](#). Routledge: Taylor and Francis Group, New York.
- Additional readings are assigned throughout the term and will be available in digital format on the course site in their respective weekly units.

Assignments

Your work will be evaluated using the following distribution:

▪ Quizzes (7 total)	20%
▪ Group Discussions (7 total)	20%
▪ Mid-term and Final Project proposals	5%
▪ Mid-term project: Global Case Study	25%
▪ Final project: Global Campaign in Action	30%
TOTAL	100%

Quizzes

(7 total; due every other week; 20% of final grade)

You will have seven quizzes during the semester to assess your understanding of the lectures and readings. Quizzes consist of true/false, multiple choice, and multiple answer questions. Quizzes are due on Friday night at 11:59 p.m. EST of the week assigned.

Discussion Posts

(7 total; due every other week; 20% of final grade)

Discussions are opportunities for you to explore the subject matter in conversation with other students in the class. One of the purposes of class discussion is to reveal multiple perspectives and deepen your understanding of course topics.

You will receive a discussion prompt based on the course topics covered. You are expected to respond to the prompt (initial post), pose a follow-up question for your peers, and respond to two of your peers' discussion posts.

- Initial posts are due by Tuesdays at 11:59 pm of the week assigned
- Follow up posts are due by Friday at 11:59 pm.

Midterm Project: Global Case Study

(25% of final grade)

The midterm project includes selection and analysis of a country/region and an MNC (multi-national cooperation) or organization operating in that country/region. You will analyze and report the political, socio-economic, cultural, legal, and activist aspects of the specific country and how that shapes the practice of public relations. You will also analyze media in the region, including media diffusion, access, control, influencers, and most influential platforms. Be sure to use readings from the course when analyzing the country and organization/MNC of choice. Suggested sources will be provided within the Canvas assignment tab.

The length of the paper should be 3 pages, double-spaced, 12-point Arial or Calibri font. In-form citations should be included within the body of the paper and the bibliography may follow MLA or APA formats. Be sure to read the assignment details in Canvas for guiding questions for research and writing of this study.

Final Project: Global Campaigns in Action

(30% of final grade)

For your final project, you will use the research you conducted from your midterm project on a multi-national company/organization and country/region to develop items for use in a global campaign. The final project should include a rationale, key messages, and materials to support one tactic for a global PR campaign.

- Rationale: The rationale should include a brief summary of the multi-national company and the country/region for the campaign. Explain what you are promoting in your campaign, why, and how. Explain why you are choosing social media or press releases for the host country you are targeting using researched evidence. You can also include cultural analysis in the rationale to explain why you have developed your key messages and tactics as you did.
- Key messages are a blueprint for all communications. Key messages typically include three bullet points of 2 to 3 sentences each that explain your product/service to a target audience. Word choice is imperative when choosing key messages, and words may convey hidden or alternate meanings in various cultures. Cultural research is an important step when developing key messages. You will find resources on this process in the readings and lectures.
- Use your research and key messages to develop communications materials in support of your campaign. The tactics may include one of the following:
 - Social media: Three social media posts and a blog (500 words)
 - Mass media: One press release (500 words) and media distribution list
 - CSR promotion: An article (500 words) with three complementary social media posts for a company newsletter on a corporate social responsibility program

Since this is a higher-level undergraduate course, I assume that you are already familiar with the best practices related to developing key messages, creating social media posts, and writing press releases. If not, please be sure to review the complementary readings that I have included as resources for this project. You will find more information in the Canvas assignment tab.

The rationale and key messages should fit on one page. Writing assignments should be 500 words. You may use Creative Hub on Facebook to create social media mock-ups.

Project Proposals

(5% of your final grade)

You are assigned to submit a proposal for your mid-term and final projects. The proposal should include two options in order or preference. Specific instruction can be found in the assignment tab in Canvas.

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%

Attendance Policy:

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day to check for course updates in the announcements and discussion sections of the site.

Late Work and Make-up Policy:

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for pre-approved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. There will be penalties for late work:

- Within 24 hours 10% deducted
- Within 48 hours 20% deducted
- Within 72 hours 30% deducted
- More than 72 hours late Not accepted

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. Contact UF helpdesk (352) 392-HELP.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Coursework Submissions:

Coursework should be submitted through Canvas. Please do not email coursework submissions to the instructor as an attachment.

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.
- Be sure to contact the instructor at least 48 hours in advance of a due date if you have any questions or concerns. (I check my email daily, but our timing may not sync if you contact me the night of a deadline.)
- If you notice yourself having trouble in the course, it is crucial that you contact 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 and set up an 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.