

1. INSTRUCTOR INFO & COURSE DESCRIPTION

1.1 INSTRUCTOR:

Diliara Bagautdinova

Class Hours: No mandatory meeting time, assignment due dates are as specified in the syllabus schedule and on Canvas.

Email: dbagautdinova@ufl.edu or Canvas Messages.



Do not hesitate to contact me if you have any sorts of questions. Please, allow 24-48 hours for me to respond your emails during workdays. If you haven't received an email from me within that time frame, feel free to remind me of your question/concern.

Office: Weimer Hall G031

Given our current circumstance, I will not be working in my office. If you would like to discuss an issue with me in my office, please email me, and we will arrange a meeting.

Office Phone Number: Please, email, as the office is shared, and emailing would be the best and fastest way to reach me.

Zoom 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.

*This syllabus is subject to change as the professor deems appropriate and necessary.

1.2 COURSE DESCRIPTION:

PUR 4404C is an upper-level undergraduate online course designed to introduce students to the global perspective of 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.

1.3 PREREQUISITES

PUR 3000-Principles of Public Relations

2. COURSE

2.1 LEARNING OUTCOMES:

Some of the specific skills I hope you will obtain in this course are listed below. Being an effective communicator is crucial in public relations discipline; all of these activities will help you become one, and it is my hope that you will use the skills in your career.

Upon successful completion of this course, students should accomplish the following:

- 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.

2.2 COLLEGE OF JOURNALISM AND COMMUNICATIONS OBJECTIVES:

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Understand and apply the principles and laws of freedom of speech and press for the US
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

2.3 INSTRUCTIONAL METHODS:

This learner-centered course will provide you the flexibility to manage your schedule, while also requiring you to be fully engaged in the learning process. The 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 learn from 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 solve problem.

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 explanations or clarifications please feel free to contact me. If you have an issue, I strongly encourage you to see me sooner, not later.

3. COURSE MATERIALS

3.1 REQUIRED READINGS:

Freitag, A.R., & Stokes, A.Q. (2009). *Global public relations: Spanning borders, spanning cultures*. Routledge.

Molleda, J., & Kochhar, S. (2019). *Global and Multicultural Public Relations*. Wiley-Blackwell.

Additional required readings will be made available via e-mail as the course progresses, typically as Adobe pdf files.

Books have been ordered through the University of Florida's "Text Adoption" service and should be available at any participating bookstore.

3.2 RECOMMENDED READINGS:

Culbertson, H.M., & Chen, N. (Ed.). (1996). *International public relations; a comparative analysis*. Lawrence Erlbaum Associates.

Hofstede, G. H., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations: Software of the mind*. McGraw-Hill.

Kunczik, M. (1997). *Images of nations and international public relations*. Lawrence Erlbaum Associates.

Morley, M. (2002). *How to manage your global reputation: A guide to the dynamics of international public relations*. New York University Press.

Newsom, D. (2007). *Building the gaps in global communication*. Blackwell Publishing.

Parkinson, M.G., & Ekachai, D. (Eds.). (2006). *International and intercultural public relations: A campaign case approach* (pp. 306-319). Pearson Education/Allyn & Bacon.

Sriramesh, K., & Verčič, D. (Eds.). (2009). *The global public relations handbook: Theory, research, and practice* (2nd ed.). Routledge.

Tilson, D.J., & Alozie, E.C. (2004). *Toward the common good: Perspectives in international public relations*. Allyn and Bacon.

3.3 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 upcoming 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\(Save media as Media File\)](https://support.office.com/en-us/article/Record-your-screen-in-PowerPoint-0b4c3f65-534c-4cf1-9c59-402b6e9d79d0(Save%20media%20as%20Media%20File))



Mac OS: QuickTime Player

<http://osxdaily.com/2010/11/16/screen-recorder-mac/>



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.

4. COURSE CONTENT

Course content will be published as we go; there will be very few opportunities to work ahead. The content for the upcoming week open posted at 12 a.m. EST Monday morning.

Week	Topic	Readings	Major Assignments
Week 1 (Jan 11 – Jan 17)	Overview: International Public Relations	Freitag & Stokes, ch. 1, 2 & 3 Molleda & Kochhar, Ch 1	Working Style Form due Jan 15
Week 2 (Jan 18 – Jan 24)	PR Research & Cultural Considerations	Molleda & Kochhar, Ch 2 & 3 Freitag & Stokes, Ch 4 & 5	

Week 3 (Jan 25 – Jan 31)	MNCs & NGOs	Molleda & Kochhar, Ch 5, & 6	Project proposals due January 29
Week 4 (Feb 1 – Feb 7)	Glocalization & Governments	Molleda & Kochhar, Ch 7 & 12	
Week 5 (Feb 8 – Feb 14)	Crisis Management & CSR	Molleda & Kochhar, Ch 8 & 9	
Week 6 (Feb 15 – Feb 21)	Internal Communications & Technology	Molleda & Kochhar, Ch 10 & 11	
Week 7 (Feb 22 – Feb 28)	Ethics in International PR	Freitag & Stokes, pp. 293-294 Molleda & Kochhar, Ch 4	
Week 8 (March 1 – March 7)	Midterm Exam		Midterm Exam Final Project Presentations for South & South East Asia due Mar 5
Week 9 (March 8 – March 14)	South and Southeast Asia	Freitag & Stokes, ch. 7	Final Project Presentations for China, Japan & South Korea due Mar 12
Week 10 (March 15 – March 21)	China, Japan, and South Korea	Freitag & Stokes, ch. 8	Final Project Presentations for the Middle East due Mar 19
Week 11 (March 22 – March 28)	The Middle East	Freitag & Stokes, ch. 9	Final Project Presentations for Africa due Mar 26
Week 12 (March 29 – Apr 4)	Africa	Freitag & Stokes, ch. 10	Final Project Presentations for Latin America due Apr 2
Week 13 (Apr 5 – Apr 11)	Latin America	Freitag & Stokes, ch. 11	Final Project Presentations for Central and Eastern Europe due Apr 9

Week 14 (Apr 12 – Apr 18)	Central and Eastern Europe	Freitag & Stokes, ch. 12	Final Project Presentations for Western Europe and Legacy countries due Apr 16
Week 15 (Apr 19 – Apr 25)	Western Europe and Legacy countries	Freitag & Stokes, ch. 13	
Week 16 (Apr 26 – Apr 30)	Conclusion & Final Exam Preparation	Freitag & Stokes ch. 14 Curtin & Gaither, ch. 12	
Apr 26 – Apr 29	Final Exam		

5. ACADEMIC REQUIREMENTS & GRADING

5.1 ASSIGNMENTS:

Quizzes (20% of the 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, as well as some questions on your peers' final project presentations. If a quiz has been assigned for that week, you will need to have it completed by Sunday at 11:59 p.m. EST of that week.

Discussion posts (15% of the final grade)

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

Midterm (15% of the final grade) & Final (25% of the final grade) Exams

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 the 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.

Final projects can be completed **either individually or in a group of 4 people**. If you choose to do a group project, you will be assigned into the team based on your region preference. During the first week of classes, I'll ask for each of you to complete the Qualtrics form in which you will specify whether you would like to work alone or in a group. If you work in a group, you and your teammates must select **one person** (Team Leader) whom I will be contacting regarding your group project.

Please conduct your own research (LexisNexis, Factiva, or the United Nations Office of Partnerships, or other) to identify a multinational corporation or organization doing business/having a presence in your designated country. That corporation/organization will have a **home country** (where it is headquartered) and will have a presence/be doing business in your designated country (**host**). This corporation or organization may also have a presence in other countries across the globe, but you should concentrate **ONLY** on communications efforts in your designated host country. After you have identified/selected your client, for example, Hewlett Packard, who is headquartered in the USA (home country) and who is operating/functioning in your designated country (host country), China, you are prepared to move to the next phase.

Each team/individual must select at least three (3) cases and submit the cases for approval to the instructor via the Proposal Form which link will be posted on Canvas (in case of group projects, the proposal forms must be submitted by Team Leaders). Once the proposal form is completed, take a screenshot of its any page (survey completion message is OK) and submit it to Canvas (one screenshot per team, submitted by the Team Leader).

Late submission penalties for Project Proposals will be applied as follows:

1 min. - 24 hours late - 10% of your final grade for the project

24 hours - 7 days late - 20%

8 - 10 days late 30%

11 - 14 days late - 40%

More than 14 days late 100%.

Upon approval, you can start working on your project. It has to be a 10-20 min. video (screen recording of a PowerPoint presentation) where you discuss the problem faced by an organization in your designated host country, internal and external factors influencing your case, describe the steps taken by the organization to solve the problem, and evaluate its actions (see the rubric for a more detailed explanation).

There are 3 things individuals/Team Leaders must submit:

- PPT slides discussing those six elements mentioned above
- A YouTube link to your video presentation where you discuss the contents of your slides (the narrator may be one or more of the team)
- 5 multiple choice questions related to the content to your presentation along with answer key

Failure to submit a YouTube link will result in losing up to 30% of your grade. Failure to submit the multiple-choice questions or PPT will result in 10% penalty.

The deadlines for your projects will vary in accordance with the reading schedule. **Generally, each team/individual must submit all 3 items via Canvas (assignment section) no later than on Friday 11:59p.m. before the week when we discuss the region where your campaign was implemented.** Meeting the deadline is crucial because your case studies will be used a part of each week lecture materials.

Penalties for late submission will be applied as follows:

1 min. - 24 hours late - 15% of your grade for the project

24 - 48 hours late - 30%

more than 48 hours - 100%

If you choose to work in a group, you will be required to submit two peer reviews – 1 through the middle of the entire final project preparation process and 1 along with final submission of the project. The deadlines will vary depending on the region you've been assigned. All the deadlines for every group will be posted on Canvas. The peer review will be confidential, meaning only I will have the access to your responses, and it will assess your own and your peers' level of engagement and work attitude.

I cannot stress the importance of an equal contribution of every member. Working with your peers is your chance to hone your teamwork skills that are so important in the industry. Please,

keep in mind that those who found to be not contributing into the group work can lose up to 10 points from the final grade assigned to the group.

5.2 GRADING SCHEME:

A	100%	to	94.0%
A-	< 94.0%	to	90.0%
B+	< 90.0%	to	87.0%
B	< 87.0%	to	84.0%
B-	< 84.0%	to	80.0%
C+	< 80.0%	to	77.0%
C	< 77.0%	to	74.0%
C-	< 74.0%	to	70.0%
D+	< 70.0%	to	67.0%
D	< 67.0%	to	64.0%
D-	< 64.0%	to	61.0%
F	< 61.0%	to	0.0%

5.3 EXTRA CREDIT OPPORTUNITY:

A credit opportunity will be available throughout the semester:

For student evaluations of teaching (<https://gatorevals.aa.ufl.edu/students/>, also available via GatorEvals 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.

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

6. POLICIES

6.1 DEADLINES AND MAKE-UP 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, I suggest treating deadlines seriously in this class. The deadlines for all assignments can be found in the schedule in this syllabus and on Canvas.

Late submission penalties for Project Proposal:

1 min. –24 hours late –10% of your final grade for the project;

24 hours –7 days late –20%;

8 –10 days late –30%;

11 –14 days late –40%;

More than 14 days late –100%.

Late submission penalties for the Final Project:

(YouTube link, ppt slides and multiple-choice questions with answer key):

1 min.- 24 hours late - 15% of your grade for the project;

24 - 48 hours late - 30%;

More than 48 hours - 100%.

Any other late assignment will not be accepted and will be given a grade of zero.

Unfortunately, illnesses, death in the family or other traumatic events are part of life. Such events are unwelcomed and because I understand how difficult these times are, if you contact me within 24 hour of the event and provide documentation, I will be happy with extending assignment's deadline for you. Special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, participation in official university activities such as music performances, athletic competition or debate, or absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will also 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, and I'll be happy to go over my assessment in detail with you.

6.2 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.

6.3 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.

6.4 STUDENTS WITH DISABILITIES:

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.

6.5 COURSE EVALUATION:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at

<https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.”

6.6 UF RESOURCES:

Health and Wellness:

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic Resources:

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

7. MISCELLANEOUS

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 make a Zoom appointment with you.

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.