



PUR 4404C: International Public Relations

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Instructor: Jie Jin

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Zoom Office Hours: By pre-scheduled appointment

(Please Email the instructor to set up the appointment)

Appointments:

- Please schedule a meeting with me via my UF email address listed above to discuss assignments, team presentations, class-related materials, or any other academic concerns.
- I will respond your emails within 24 hours to 48 hours during workdays. If you haven't received an email from me within that time frame, feel free to remind me of your question/concern.

Course Overview

Prerequisites

PUR 3000 - Principles of Public Relations

Course Description

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.

Course Format

This learner-centered course will primarily use online instruction, video lectures, PowerPoint presentations, readings, case studies, videos, quizzes, and discussion group 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 and selected course meetings will move in a seminar format 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 well as with the assigned reading's concepts in your memory and your written reading notes. Not all the materials that you read will be discussed or explained, therefore, if you need further explanations or clarifications, please ask questions or schedule a meeting with me.

Course Objectives

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

- 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.

College of Journalism and Communications Objectives

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;

- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- Present images and information effectively and creatively, using appropriate tools and technologies;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- Effectively and correctly apply basic numerical and statistical concepts;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work”.

Required Readings

There are three required texts for this course, it is required to purchase the hard copy textbooks for Alaimo (2016) and Curtin & Gaither (2007). A free PDF version of Freitag & Stokes (2009) is available to access on Canvas, or you can directly download it from: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.476.3429&rep=rep1&type=pdf>

- Alaimo, K. (2016). *Pitch, tweet, or engage on the street: how to practice global public relations and strategic communication*. New York, NY: Routledge.
- Curtin, P.A., & Gaither, T.K. (2007). *International public relations: Negotiating culture, identity, and power*. Thousand Oaks, CA: Sage Publications.
- Freitag, A.R., & Stokes, A.Q. (2009). *Global public relations: Spanning borders, spanning cultures*. New York, NY: Routledge.

A specific, topical, weekly reading schedule related to the texts is provided to students at the start of the course and will be posted on Canvas. In addition, weekly related videos will be

assigned for students to view prior to weekly online course meetings. The content for the upcoming week will be posted by 9:00 a.m. EST Monday morning.

Each week you will be notified of your assigned coursework, assignments and quizzes for that week.

Grading Policy

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%

Grading Scale

To be fair to all students, all numbers are absolute and will not be rounded up at any stage (e.g., a B+ will be inclusive of all scores of 87% through 89.9%). My hope is that you will focus on learning rather than grades in this class. What I won't do is negotiate grades. My goal is to be fair to everyone in the class, which means I will hold everyone to the same standards.

Grade Breakdown

The following shows how assignments and exams contribute to the overall grade for the course.

15% - Discussion posts (1.5% for each of 10 comments – total 15%). Ten discussion boards with a specific topic and question/statement will be activated for each student to post well-conceived reaction comments. Throughout the semester, some of the comments will consist of each student's reaction to a posted topic or a relevant reading chapter. The other comments will be about recently reported international news, which involves a multinational organization with implicit or explicit public relations implications. Each student must search and identify a news story, briefly explain in a concisely written paragraph what it is about, provide the web link from which the news was gathered (links will be checked) and **CLEARLY** explain the public relations implications of the news story (Hint: It is suggestive to clearly state out "the international public relations practice implications from this news article is ..."). Any vague or incomplete post will affect your grade. **Your comments will be evaluated for their quality rather than the length.** Please see Canvas and click Discussions to locate the topics; post your comment at the related discussion within the Forum. Please post your initial Introduction at this tab as well; it is Discussion #1.

20% - Quizzes. There are a total of 5 quizzes in the semester, which consist of multiple choice or true/false questions covering the content leading up to and including the week of the quiz. **Any quiz collaboration is not allowed, although the format is on the open-text basis.** There are no time limits when completing the quiz; you can start to take each quiz any time within 24 hours once the quiz is opened. If a quiz has been assigned for that week, you will need to have it completed by Friday at 11:59 p.m. EST of that week.

Quizzes must be completed by the due date (one attempt for each quiz within 1 hour); there are NO make-up quizzes.

40% - Midterm & Final Exam. (20% each) Exams are designed to test the student's knowledge of the main ideas covered in the text and assigned readings, lectures, team case study presentations. Whether or not material in the text is discussed in the lectures or course discussions, students are responsible for all assigned readings; exam questions will come from all of these sources. The exams will be proctored via Honorlock. **Exams study guides will be provided in advance of each exam.**

Students who are late in completing a quiz or an exam will NOT be permitted to take the exam and will receive a grade of zero. Exams must be completed by the due date (75 mins

one attempt within 24 hours), therefore there are no make-up exams. Possible exceptions may include properly documented medical emergencies. Documented exceptions for extreme circumstances will be considered and should be submitted in writing and discussed with the instructor.

NO MAKEUP QUIZZES OR EXAMS OR EARLY EXAMS WILL BE GIVEN.

25% - Team Case Study Presentation Project. Students should sign up for group project region at the beginning of the semester; the number and size of teams will be determined after the final class size is known after the drop/add period. Each team will research and present the recent (during 2017-2021) communication efforts of a multinational organization involving home, host, and/or transnational publics/audiences; the organization must be operating (but not headquartered) in the region of the world specified in the course reading schedule posted on Canvas.

There are 2 things individuals/Team Leaders must submit:

- PowerPoint slides
- 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 members)/PowerPoint slides with recorded voice over the slides

Failure to submit a YouTube link will result in losing up to 30% of your grade.

IMPORTANT: The instructor must approve your collaborative team project case study in advance. Please submit your case study request form via email to the instructor **ONLY** in the specified format outlined in the detailed International PR Team Case Study Guidelines document posted to Canvas.

After the instructor reviews the request, you will be notified if your corporation/organization and/or your campaign have been accepted or rejected. If rejected, please submit a new request **within TWO DAYS** of your notification. In the initial request, you must submit **at least THREE (3) options** in order of preference; these case study selections should have occurred within the last 4 calendar years. When requesting your presentation topic, please fill out the Case Presentation Request Form document posted to Canvas.

NOTE: A 10% penalty on the Team Case Study Presentation Project final grade may be imposed if the deadlines to submit your team request or to secure case study approval are not met.

The purpose of the project is to document global public relations practices by any type of international corporation/organization (i.e., private, governmental, non-governmental, not-for-profit, activist). 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.

Please see the document “International PR Team Case Study Guidelines” for more details about the scope of the project.

Late Submission Policy

Public relations is a deadline business. Any assignment submitted after the deadline will result in a late penalty. A percentage of the overall score will be deducted based on the when the late assignment is submitted:

1 min. - 24 hrs = 10% deduction
24 hrs. - 48 hrs = 20% deduction

Any submission after 48 hrs. results in a zero for the assignment

Make-up Policy

The course adheres to the university's policy regarding class attendance and make-up exams, assignments, and other coursework. This information can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Extra Credits Policy

Extra credit will be offered to any student who participates in research through CJC's SONA research management system (<https://ufl-cjc.sonasystems.com>). To participate in research:

1. Register a SONA account
2. Choose studies to participate in to receive extra credit for class
3. Check SONA regularly to see what studies are available (Typically, studies start to appear around the third week of the semester).
4. DO NOT wait until the last minute. Last minute participation results in limited choices.
5. Helpful video for SONA account setup: https://youtu.be/_1OnT2ZU6QQ
6. For questions, contact CJCSONA via email: uf-cjcsonasystems@jou.ufl.edu

7. EXTRA CREDIT: 1 SONA point = 1% extra credit. Students can earn up to 1 percent of extra credit to apply to the overall score.

Course Schedule

Week/Module	Topic	Reading Assignment	Assignment Due
Module 1 (8/23-8/29)	Overview: International Public Relations	Read chapter 1: A Read chapter 1: C Read Course Syllabus and Other Materials Video: See Module 1	Discussion #1: Introduce Yourself (8/29 - 5:00PM) Group Project Sign-up (8/29 – 5:00PM)
Module 2 (8/30-9/5)	Theory/Research & Building PR Team with Ethics and Professionalism	Read chapter 3: F Read chapter 3: A Read canvas readings Finalized Team Assignment Results Release (9/1 – 9:00am) Video: see Module 2	Discussion #2 (9/5 - 5:00PM)
Module 3 (9/6-9/12)	Culture	Read chapter 2: A Read chapter 3, 4: C Read canvas readings Video: see Module 3	Quiz #1 (9/10 - 11:59PM)
Module 4 (9/13-9/19)	Governments & Public Diplomacy	Read chapter 4 & 6: A Read canvas readings Video: see Module 4	Discussion #3 (9/19 - 5:00PM)

Module 5 (9/20-9-26)	Media Technology	Read chapter 7: A Read canvas readings Video: see Module 5	Quiz #2 (9/24 - 11:59PM) Discussion #4 (9/26 – 5:00PM)
Module 6 (9/27-10/3)	Crisis communication & CSR	Read canvas readings Video: see Module 6	Discussion #5 (10/3 – 5:00PM)
Module 7 (10/4-10/10)	Exam Week (Week 1-5 Content)	EXAM I (10/7 Opens at 5:00 pm and 10/8 Closes at 5:00 pm) Video: see Module 7	
Module 8 (10/11-10/17)	Asian and the Pacific	Read chapter 8: A Read canvas readings Video: see Module 8	Discussion #6 (10/17 – 5:00PM) Submit Case Study Request Form Submission via Email (10/17- 5:00PM)
Module 9 (10/18-10/24)	The Middle East and North Africa	Read Chapter 10: A Read canvas readings Notification of Approval/ Rejection of Case Study Request via Email Video: see Module 9	Quiz #3 (10/22 - 11:59PM) Discussion #7 (10/24 - 5:00PM)
Module 10 (10/25-10/31)	Sub-Saharan Africa – South Africa	Read Chapter 12: A Read canvas readings Video: see Module 10	Discussion #8 (10/31 – 5:00PM)

Module 11 (11/1-11/7)	Latin America - Peru	Read Chapter 11: A (pp. 351-371) Read canvas readings Video: see Module 11	Quiz #4 (11/5 - 11:59PM) Discussion #9 (11/7 – 5:00PM)
Module 12 (11/8-11/14)	Europe	Read Chapter 9:A Read canvas readings Video: see Module 12	
Module 13 (11/15-11/21)	Legacy Countries – Australia/Canada	Read Chapter 11: A (pp. 339-350) Read canvas readings Video: see Module 13	Quiz #5 (11/19)
Module 14 THANKSGIVING (11/22 to 11/28)	No Class		Discussion #10 (11/28 – 5:00PM)
Module 15 (11/29-12/5)	Team Case Study Presentation	Watch Team Case Study Presentations (will be posted on 12/2 at 9AM on Module 15)	Group Project Submission (12/1 - 5:00 PM): 1. PowerPoint slides 2. A youtube link to your recorded presentation video/Voice over PowerPoint slides
Module 16 (12/6-12/12)	Review Study Guide for Exam 2	No Class. Prep. for Exam 2	
Module 17 (12/13-12/19)		EXAM II (12/16 Opens 5:00 pm and 12/17 Closes at 5:00 pm)	

UF Policies

Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/> to read the university attendance policies. *Academic Honesty*

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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.” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click <https://sccr.dso.ufl.edu/process/student-conduct-code/> to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class. Religious Holy Days

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

Students with Challenges

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click <https://disability.ufl.edu/get-started/> to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Please notify the instructor at the beginning of the semester and schedule an online or telephone appointment to discuss requests for special provisions; please scan and submit the accommodation letter and email it to the professor prior to the appointment.

Counseling Services

University counseling services and mental health services are available at <http://www.counseling.ufl.edu/cwc/Default.aspx>; 392-1575, University Police Department 3921111 or 9-1-1 for emergencies.

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/>.

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party

note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student.

Campus 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.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

- 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](#).