

PUR 4404C: INTERNATIONAL PUBLIC RELATIONS

Section 3486 - Course Syllabus - Fall 2012

Monday - Period 9 & 10 (4:05 pm to 6:00 pm)

Wednesday - Period 9 (4:05 pm to 4:55 pm)

WEIMER G037

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or by pre-scheduled appointment

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Office Hours: Monday - 2:00 pm to 4:00 pm
Thursday - 9:00 am to 11:00 am
or by pre-scheduled appointment

Appointments. Please visit Theresa Campbell during designated office hours to discuss assignments, class-related materials, or any other academic concern. Or, schedule an alternate appointment via e-mail.

If there are any unresolved issues or other matters or to discuss class presentations, please visit Professor Pelfrey during office hours, or schedule an alternate appointment with the professor via the email address listed above.

Prerequisites. In order to enroll in this course, you must have successfully completed PUR 3000 - Principles of Public Relations.

Purpose & 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. 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.

Guest speakers will be invited to share their expertise and knowledge – either face-to-face or via Skype – during some class sessions throughout the semester. The research and presentation of multinational organizations' communication efforts involving home, host, and/or transnational publics/audiences, will allow students to put the class content in perspective and to reaffirm acquired competencies.

Method of Instruction. This learner-centered course will primarily use class discussion and hands-on instruction 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 classes 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 class into workable solutions. It is essential that you keep up with the reading schedule and come to class with the assigned reading's concepts in your memory and in your written reading notes. Not all of the materials that you read will be discussed or explained in class, therefore, if you need further explanations or clarifications please ask questions in class or take advantage of the posted office hours. If you have a problem, see the professor sooner, not later.

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

- To 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.
- To become knowledgeable about how public relations has developed and is practiced in other countries by reviewing pertinent literature.
- 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 efforts of a multinational organization.
- To understand the country-specific approach in conducting a public relations campaign based on actual international case studies.
- To increase understanding of the issues of multiculturalism and diversity related to global public relations.

Required Texts. There are two required texts for this course:

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.

Recommended (but not required) Texts & Materials.

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

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

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

Moss, D. & DeSanto, B. (Eds.). (2002). *Public relations cases: International perspectives*. New York: Routledge/Taylor & Francis Group.

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

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

Sriramesh, K. (2004). *Public relations in Asia: An anthology*. Singapore: Thomson Learning Asia.

Sriramesh, K., & Vercic, D. (Eds.). (2003). *The global public relations handbook: Theory, research, and practice*. New Jersey: Lawrence Erlbaum Associates.

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

van Ruler, B., & Vercic, D. (2004). *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice*. Berlin, Germany: Mouton de Gruyter.

Reading Assignments. While there are only two required texts with designated/assigned readings, additional required readings may be assigned, as needed. A specific, topical reading schedule related to the texts is provided to students with this syllabus.

Students may quickly fall behind and, therefore, are strongly advised to stay current with the reading assignments. Assigned readings should be completed prior to class; students should come to class with the assigned reading's concepts both in memory and in written reading notes, i.e., prepared to discuss them intelligently in class.

Students, particularly public relations majors, should consider regularly reading the following publications in hard copy or on-line: *Public Relations Tactics* (this publication will be distributed in class as published); *Communication World* (available through IABC membership); *PR Week* (a weekly tabloid); *The Wall Street Journal*; *The New York Times*; *The Washington Post*; *London Times*; *The Economist*; and *Financial Times*.

Online course administration. Sakai will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms) and grades. For instance, an electronic file of this document will be posted on Sakai. You can access the site by using your GatorLink username and password. Please check the site for announcements and/or threads of comments from either colleagues or the professor.

Course Professionalism. The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, **both the professor and students adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time, not leave early unless prior permission is granted and wait for the class to end before packing to leave.**

Further, students are expected to conduct themselves in an honest, ethical and courteous manner – with classmates and with the professor. Eating, drinking and privately chatting in class do not demonstrate professional behavior. Talking while the instructor or another student is talking is unacceptable; such actions can result in being asked to leave the classroom and will result in a lowering of your grade.

Cell phones, pagers, beepers, Blackberries, iPods, iPhones, iPads, SmartPhones, etc. must be turned off completely during class; silent or vibrate is not considered off. In the event of an emergency situation, notify the professor at the start of class. Laptops may be used only as a note-taking device. Surfing the Internet, checking or creating email, playing games, tweeting, and other activities not related to class are strictly prohibited. Anyone who engages in these activities will be requested to leave the laptop in the care of the professor.

Diversity Statement. **Effective public relations practice relies on the ability to recognize and embrace diversity in all its forms, including viewpoints.** Throughout the course, students will have opportunities to see how different life experiences and cultural perspectives influence international public relations

practice. You are encouraged to take advantage of these opportunities in your own work and to learn from the information and ideas shared by other students.

Students with Special Needs. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student **who must submit a documentation letter to the professor when requesting accommodation.** Please notify the professor at the beginning of the semester and **schedule an appointment** to deliver the accommodation letter and to discuss requests for special provisions.

Academic Honesty. **The work you submit must be your own work and it must be original for this class.** You must not use direct or paraphrased material from any other source, including web sites, without attribution. You cannot submit anything that a peer wrote for this class, you wrote for another class, at an internship, as a volunteer, or in any other academic or professional setting. The professor will handle any incident of academic dishonesty in accordance with the University of Florida policy, such as the UF Honor Code and the Academic Honesty Guidelines that have examples of cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication.

Plagiarism (literary or artistic theft), copying someone else's work or other forms of dishonesty will not be tolerated. Any case of academic dishonesty will be considered grounds for an automatic failing grade in the course. University guidelines will be followed for any offenses.

Having someone else do your work for you is considered academic dishonesty.

When completing any of your writing assignments for this class, it is important to clearly attribute where you obtained your information, whether it's from a web site or from an organization's internal document. To clarify, you **cannot** copy anything word for word from any source without putting quotation marks around it, even if it is given to you from the organization itself. This includes web site copy, mission statements, etc. In these cases, you should paraphrase and cite the source as you write or simply quote it.

In short, please don't try to cheat, it's just too painful for both you and me!

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The specifics of the Honor Code are attached. (See <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.html>.)

Attendance. Because what we do in class meetings is so integral to the course,

prompt attendance at all class meetings is mandatory. Anything else will negatively affect your grade. Attendance will be taken every class. **Two absences will be allowed without penalty. More than two absences will result in a penalty of -1% on the final grade for each additional absence (maximum of 10%). Two unexcused late arrivals (or early departures) will equal 1 absence.**

Please be seated and prepared for class to begin on time. Lectures will not be postponed to allow for unpacking. Students may pack to leave only when the professor has dismissed the class; premature packing is disruptive to fellow students.

Please be aware that a student who attends class irregularly, comes to class late or leaves early, fails to complete assignments on time or neglects assigned readings or posting comments can normally expect to earn a low grade.

Missed Class. Let the professor know **in writing** as soon as you realize you will need to miss class, preferably at the beginning of the semester, as it allows critical assignments or guest lectures to be properly planned.

If you miss class for any legitimate reason, including sickness or university-related travel, you must contact the professor before class meets (email is fine) and, then, provide written documentation at the next class meeting.

Students missing class must obtain class notes from another student. **Notes and/or PowerPoint slides are not available directly from the professor or the project team. PowerPoint slides will be posted on Sakai.**

Participation. Because this is a learner-centered course, **student participation in class discussions and activities is essential.** Individual assignments also contribute to this portion of your grade. The quality of your participation in class discussions and team presentations and assignments will affect your grade; therefore, attendance and active participation are crucial.

The professor's role in this course is one of collaborator, facilitator, coach. In other words, share thoughts, suggestions, criticisms, disagreement...but, whatever you do, talk in class. This portion of the grading is subjective, and you can earn full credit only if you consistently contribute to the class. **Keeping up with the required reading will make contributions in this area more meaningful.** Your participation efforts should be steady throughout the course. At the end of the course, participation grades primarily will be based on instructor and peer assessments.

Deadlines. 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 written assignments are due by the start of the class period on the date of the deadline**, unless otherwise instructed. A student may submit a late assignment **only** if he or she adheres to the following procedures:

- * notifies the professor on or before the due date
- * submits no more than two late assignments in a semester
- * submits the assignment within 2 days of the due date
- * accepts a grade penalty of 10% for each day the assignment is late

Any other late assignment – **including the team presentation and comments** -- will not be accepted and will be given a grade of zero.

Format. All written work submitted for this course must be **coherent, logical, and carefully edited**. Writing proficiency is necessary to pass this course. **Misspellings, syntax and grammar errors as well as other writing problems are unacceptable** in upper-division college writing, especially in work by public relations students. Please do not submit materials with editing marks on them; all assignments must be **“client-ready.”**

Unless otherwise specified, **all written assignments must be typed with a 12-point serif font (e.g., Times, Palatino, or Times New Roman), double-spaced and framed by one-inch margins**. No additional consideration will be given to written work accompanied by artwork or any other kind of design element. However, a well-designed piece for your portfolio will be an advantage as a tool to assist in an internship or job search.

Mechanics & Fact Errors. Unless otherwise specified, **use MLA or AP style on all assignments**. Do not assume you will remember everything from earlier courses. Locate and open your stylebook now and review. I do not ask this to torture you, but because it is what is expected in the profession.

Any paper containing a **major factual error will receive a grade of 50**. A major factual error is defined as one that gives the wrong information to the audience, including such things as misspelling the client’s name or the incorrect identification of key sources. Errors which do a minor disservice to the reader, will be graded somewhat more leniently, but remember **all factual errors will be considered serious**.

Course Requirements and Evaluation. The evaluation of coursework will be based on the student’s knowledge and ability to apply the course material and will be assessed in the following ways:

(1) the **ideas** you conceive *and* the extent to which you consistently develop those ideas,

(2) the **quality and added-value** of your team's written assignment and in-class presentation with particular focus on your research, insights to the challenges and opportunities in the focused region of the world, the client and case selected, problem-solving capabilities, creative and original solutions offered, presentation skills and demonstrated professionalism,

(3) the **technical quality and content value** of your **individual comment and team written assignments:**

- neat, error-free copy
- material that is well-written, has clarity and is easy to understand
- pays special attention to spelling, grammar, punctuation and style
- uses the correct basic format required for the assignment
- professional, client-ready document presentation

(4) the quality and extent of your **in-class participation and understanding of the interrelationship between the assigned readings and the team presentations, and**

(5) performance on **quizzes and exams**

Assignments. Students will be evaluated on individual performance demonstrated in six assignment areas, each of which constitutes a portion of the final grade. These assignments include weekly online comments, posted comments from a professional and an author, two exams, one collaborative project with two components (effective oral presentation and sophisticated PowerPoint/Prezi/Wix), as well as class attendance and active participation and engagement. The assignments include the following:

(1) Weekly Online Comments (2% for each of 10 comments – total 20%) – 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, five comments will consist of each student's reaction to a posted topic. The other five 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 briefly explain the public relations implications of the news story. The

individual student comments will be evaluated for their quality rather than the length.

(2) Comment from a Professional (5%) – Identify, search contact information, obtain professor’s approval, and, then, personally contact an international public relations professional. Ask her/him, in a concise and polite manner, about her/his professional international practice: challenges faced, most rewarding experience, or any advice for an upcoming professional who seeks to work internationally in public relations. Post the comments from the selected professional on the designated discussion board. Please provide the contact information for the person and document the date and time of the conference call/meeting. **No student may contact a professional assigned to another student for this effort.**

(3) Comment from an Author (5%) – Identify, search contact information, secure professor’s approval and, then, personally contact one author either from the two required and other recommended textbooks, or any reference cited in the assigned chapters. Authors selected may not be faculty members at the College of Journalism and Communications at the University of Florida. Ask her/him a question regarding a main idea contained in her/his work that you found relevant or interesting. Post the author’s comments in the designated discussion board. Please provide the contact information for the author and document the date and time of the conference call/meeting.

(4) Collaborative Project (presentation 15%, PowerPoint 5% - total 20%) – Students will be assigned to small teams; the number and size of teams will be determined once the final class size is known after the drop/add period. Each team will research and present 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 tentative class reading schedule provided with the syllabus.

The professor must approve your collaborative project in advance and by the specified deadline provided for your team. Please submit your request via email in the specified format. After the professor reviews the request, you will be notified if your corporation/organization as well as your campaign has been accepted or rejected. If rejected, please submit a new request within three days of your notification. In the initial request, you must submit several options in order of preference; these selections should have occurred within the last 5 years, that is, no earlier than 2007.

Purpose of the project is to document global public relations practices by any type of organization (i.e., private/corporate, governmental, non-governmental, not-for-profit, activist, or agency). See the following or other resources for cases:

http://www.awpagesociety.com/index.php/site/resources/case_studies/,
http://www.instituteforpr.org/research_single/evolution_of_pr/, and
http://www.instituteforpr.org/research_single/fifteen_case_studies/.

Scope of the project is five-fold:

A. Situation analysis

- Problem, issue or opportunity faced by the organization
- Internal factors: mission, vision, and values; brief background of the organization
- External factors: brief overview of the national environment of the host country

B. Primary Publics/Audiences

- Description of affected or involved primary and secondary publics/audiences
- Examination of the appropriate and unique approaches taken to reach the specified target audiences

C. Overview of the Campaign

- Campaign theme (tag line) as well as its key and supporting messages
- Goals, objectives, strategies, and tactics
- Evaluation and stewardship efforts
- Timetable and budget (if available)

D. Implementation/use of messages and communication tools

- Analysis of web pages; electronic/interactive media kit (i.e., news releases, photographs, glossaries, fact sheets, FAQs, executive profiles, videos); brochures; other online resources (e.g., blogs, Facebook, Twitter); other print (e.g., posters, fliers), audiovisual, or online publications (e.g., newsletter, magazine); events or trade show booth; and other promotional materials
- How public relations is practiced in the host country to facilitate reaching target audiences

E. Evaluation – analysis, reactions, critique, recommendations

This project is a collaborative effort and each student will be evaluated by his or her peer(s). Peer evaluations will be completed and will be reviewed only by the professor; each student's class participation grade for the course will be determined by the peer evaluation as well as the discretion of the professor. The peer evaluation form is posted on Sakai.

(5) Attendance and Class Participation (10%) See descriptions above.

(6) Quizzes (10%) – both announced and unannounced short quizzes will be given during regular class periods.

(7) Exams (15% for exam one and 15% for exam two – total 30%). Two pre-announced exams will be given during the semester; none are cumulative. The two exams will be given during the regularly scheduled class period. Exams are designed to test the student's knowledge of the main ideas covered in the text and assigned readings, handouts, lectures, guest speakers, colleague's presentations and class discussions. Whether or not material in the text is discussed in class, students are responsible for all assigned readings; exam questions will come from all of these sources.

Exam study guides will be provided. An online discussion board will be available for suggested exam questions for every test during the semester.

On exam days, bring a #2 pencil.

Students arriving more than 10 minutes late to a quiz or an exam will not be permitted to take the exam and will receive a grade of zero. Possible exceptions may include properly documented medical emergencies or university-related travel provided upon return to class.

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

If you miss an exam, you will receive a grade of zero for the exam. **Documented exceptions for extreme circumstances will be considered and should be submitted in writing and discussed with the professor.**

Grading.

The grade for an assignment will depend partially on these components: **A great conceptual piece in the correct format with poorly edited writing will only get a maximum of a B, as will a technically excellent piece that is not well conceptualized or in the correct format.**

If you are concerned about a grade received on a given test or assignment, please prepare a short paragraph outlining your position; submit that paragraph to the professor for review. You will receive a response within 7 to 10 days. We can follow up with a discussion during regular office hours, if needed.

Test, and assignment grades will be based on the following 100-point scale:

90.0–100	A
86.0–89.9	B+
80.0–85.9	B
76.0–79.9	C+
70.0–75.9	C
66.0–69.9	D+
60.0–65.9	D
< 59.9	E

Final grades for this course will be based on the total points earned over the term. Letter grades will be based on the 100-point scale. Please note that plusses and minuses will not be used on final grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	E

For further information about grades and grading policy, please consult:
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Additional Final Notes

The professor reserves **the right to make changes** if necessary to the grading system and schedule for this course.

Computers are great tools, and we'll obviously be using them in this course. But they can also be distracting! **Laptop computers and iPads are welcome in class only for taking notes.** Because your classmates and the professor and guest lecturers will need your full attention during our brief class time together, you may not eat, chat, email, text message, tweet, surf, check Facebook, etc. during class time. If you simply must engage in these activities, please excuse yourself from class or you'll be asked to leave, perhaps permanently.

The professor may be reached preferably via e-mail or, alternatively, by office telephone, but please be aware that the professor and/or teaching assistant may 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 professor and/or teaching assistant well in advance of an exam or a deadline in order to give the professor and/or teaching assistant adequate time to respond to you.

You are expected to **arrive promptly for class**, fully prepared to discuss the assigned readings. While there are problems created by a large campus, it is your responsibility to arrive in class in a timely manner. Therefore, my good nature extends only 5 minutes. Anyone arriving more than 5 minutes late for class will be noted as absent, and his or her class participation grade will suffer as a result.

See the syllabus for details about **late arrivals and early departures**.

Students are **not permitted to bring guests** to class unless special arrangements have been made with the professor prior to class.

Do not submit the same work to more than one professor without prior written permission from both professors. Do not adapt work from another class for this class without the PUR 4404C professor's prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.

More than two absences during the semester will be considered "excessive absences." You are responsible for signing the attendance sheet every class period as well as notifying the professor of the cause of your absence for a class meeting. For further information on the university attendance policy, please consult:

<http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html>

You are expected to **maintain comprehensive class notes** because class lectures and discussions often contain information that is not contained in the readings or PowerPoint slides.

This class is intense, but is definitely rewarding. If you notice yourself having trouble, it is crucial that you see the professor immediately. Please feel free to approach the professor about any concerns you might have in this class or other classes. **The professor will do her best to have an "open door" policy with you.**

Please turn off your cell phones, pagers, beepers, BlackBerry devices, iPods, iPhones, iPads, SmartPhones, Androids, etc. during class. Silent and vibrate are not considered off.

Useful University of Florida Services.

Disability Resource Center: <http://www.dso.ufl.edu/drc/>

Reading and Writing Center: <http://www.at.ufl.edu/rwcenter/>

Counseling Center: <http://www.counsel.ufl.edu/>

Dean of Students Office: <http://dso.ufl.edu/>

Academic Student Honor Code

(<http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>)

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

VIOLATIONS OF THE HONOR CODE AND SANCTIONS.

(a) **Conduct Prohibited by the Honor Code.** Students are prohibited from engaging in the following conduct:

1. **Conduct Constituting Academic Dishonesty.** A student shall not engage in conduct which constitutes academic dishonesty.
2. **False or Misleading Statement for the Purpose of Procuring an Academic Advantage.** A student shall not intentionally or in bad faith make a false or misleading statement for the purpose of procuring from the person to whom the statement is made an academic advantage for any student.
3. **False or Misleading Statement Relating to an Honor Code Violation.** In reporting an alleged Honor Code violation, a student shall not intentionally or in bad faith make a false or misleading statement.
4. **Prohibited Collaboration or Consultation.** A student shall not without express authorization collaborate or consult with another person in an academic activity.
5. **Prohibited Use of Materials or Resources.** A student shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources shall include:
 - a. Any paper or project authored by the student and presented by the student for the satisfaction of any academic requirement if the student has previously submitted substantially the same paper or project to satisfy an academic requirement and did not receive express authorization to submit the paper or project.
 - b. Any materials or resources prepared by another student and used without the student's express consent.
 - c. Any materials or resources which the faculty member has notified the student in writing are prohibited.
 - d. If a faculty member has authorized a student to use specified materials or resources, the student shall not exceed that authority. If the student wishes to use any material or resource to which the authority does not plainly extend, the student shall first ascertain whether the use is authorized.
6. **Plagiarism.** A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes (but is not limited to):
 - a. Quoting oral or written materials, whether published or unpublished, without proper attribution.
 - b. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.
7. **Use of Fabricated or Falsified Information.** A student shall not use or present invented or fabricated information; or falsified research or other findings if the student knows or in the exercise of ordinary care should be aware that the information, research, or other findings have been falsified.
8. **Interference with or Sabotage of Academic Activity.** A student shall not do any act or take any material for the purpose of interfering with or sabotaging an academic activity.
9. **Unauthorized Taking or Receipt of Materials or Resources to Gain an Academic Advantage.** A student shall not without express authorization take or receive materials or resources from a faculty member for the purpose of gaining an academic advantage.
10. **Unauthorized Recordings.** A student shall not without express authorization make or receive any recording of any class, co-curricular meeting, organizational meeting, or meeting with a faculty member.
11. **Bribery.** A student shall not offer, give, receive, or solicit a bribe of money, materials, goods, or services for the purpose of procuring or providing an academic advantage.
12. **Submission of Paper or Academic Work Purchased or Obtained from an Outside Source.** A student shall not submit as his or her own work a paper or other academic work that was purchased or otherwise obtained from an outside source.

