

PUR 4404C: INTERNATIONAL PUBLIC RELATIONS
Section 067B Fall 2016
Online Course Schedule

Instructor: Jungyun Won

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Office: Weimer Hall G044

Weekly Online Course Meeting: Wednesday – 7:30 to 8:30 pm

(Please check the course schedule)

Office Hours: Effective 29 August 2016 – **Subject to Change**

Wednesday – 1:00 pm to 4:00 pm

Or by pre-scheduled appointment

(Please Email instructor to set up an appointment)

Office Hours and Appointments:

- ❖ Please visit instructor during designated office hours to discuss assignments, team presentations, class-related materials, or any other academic concerns.
- ❖ If you are not available during the class office hours due to other class or work conflict schedule, please set up an alternate online or telephone appointment with the instructor.
- ❖ **Contact the instructor via her UF email address listed above; please do Not contact Ms. Won via Canvas email or message as she does not use it.**
- ❖ Please keep the following format for the subject line of your email;
PUR4404C Section 067B Your name Why sending this email
(Ex. PUR4404C Section 067B Jungyun Won Question for the Team presentation)

PUR 4404C COURSE SCHEDULE – STUDENT’S VERSION

Subject to Change at Professor’s Discretion – 22 August 2016

The following dates and discussion topics are a good faith attempt at providing you with a tentative snapshot schedule for the course, but note that they are subject to change. Attending every course meeting will prevent you from missing a general topic discussion and team case study presentation discussion.

Course Meetings via Adobe Connect will be every Wednesday from 7:30 to 8:30 pm unless otherwise noted below or announced. Readings in Freitag and Stokes are noted as F; readings in Curtin and Gaither are noted as C.

See Key Deadlines for other detail information.

Week/Module	Week of Sunday & Assignment Due	Topic	Reading Assignment: Prior to Wednesday's Online Course Meeting
Module 1 No Meeting	August 21 Discussion Board: Introduce Yourself (8/26 -5:00pm) Return Syllabus Acknowledgement Form (8/26 -5:00pm)	Overview: International Public Relations	Read chapter 1: F Read chapter 1: C Read Course Syllabus and Other Materials Weekly Questions due (8/28-5:00 pm)
Module 2 Online Course Meeting 8/31	August 28 Weekly Questions for Chapter F1 and C1 Chapter F2, 6 and C2 (8/28-5:00 pm) Online Comment #1 (9/2 - 5:00pm)	International PR/ Global Gateways/ Common Ground & Challenges	Read chapter 2,6: F Read chapter 2: C Teams: Volunteer (9/2 - 5:00pm) Video: see Module 2
Module 3 No Meeting	September 4 (Labor day 9/5) Weekly Questions for Chapter F 4 and F5 (9/4-5:00 pm) Team 1 and 2: Organization/Case Request (9/9-5:00pm) Online Comment #2 (9/9 - 5:00pm)	Ethics & Professionalism/ Cultural Metrics/Structural Comparisons	Read chapter 4,5: F Quiz #1 (9/8) Finalize Teams: Post Names (9/5) Video: see Module 3
Module 4 No Meeting	September 11 Weekly Questions for Chapter C3, 4, 5, and 6 (9/11-5:00 pm) Team 1 and 2: Organization/Case Approved (9/16) Team 3 and 6: Organization/Case Request (9/16-5:00pm) Online Comment #3 (9/16 - 5:00pm)	Circuit of Culture/ Regulatory Environment /Campaign Materials & Practices	Read chapter 3, 4,5,6: C Quiz #2 (9/15) Video: see Module 4

Module 5 No Meeting	September 18 Weekly Questions for Chapter C7, 8, 9, 10 (9/18–5:00 pm) Online Comment #4 (9/23 – 5:00pm)	Consumption/ Contested Identities/Synergy of the Circuit/Practice Matrix	Read chapter 7, 8, 9, 10: C
Module 6 No Meeting	September 25 Team 3and 6: Organization/Case Approved (9/30) Team 7and 10: Organization/Case Request (9/30-5:00pm) Online Comment #5 (9/30 – 5:00pm)		EXAM I (09/27 Opens 5:00 pm and 9/28 Closes at 5:00 pm)
Module 7 Online Course Meeting 10/5	October 2 <i>Team 1 Team project material & video due (10/3-5:00pm)</i> <i>Team 1 Peer Evaluation due (10/04-5:00pm)</i> Weekly Question for Chapter F 7 (10/2–5:00 pm) Online Comment #6 (10/7 – 5:00pm)	South and Central Asia - INDIA	Read chapter 7:F Team 1 (10/5) INDIA Quiz #3 (10/6) Video: see Module 7 View Team1’s presentation
Module 8 Online Course Meeting 10/12 Homecoming (10/14-10/15)	October 9 <i>Team 2 Team project material & video due (10/10-5:00pm)</i> <i>Team 2 Peer Evaluation (10/11-5:00pm)</i> Team 7and 10: Organization/Case Approved (10/14) Weekly Question for Chapter F 8 (10/9–5:00 pm) Online Comment #7 (10/14 – 5:00pm)	Asia – CHINA	Read Chapter 8: F Team 2 (10/12) CHINA Video: see Module 8 View Team2’s presentation

<p>Module 9</p> <p>Online Course Meeting 10/19</p>	<p>October 16</p> <p><i>Team 3 and 4 Team project material & video due (10/17-5:00pm)</i></p> <p><i>Team 3 and 4 Peer Evaluation (10/18-5:00pm)</i></p> <p>Online Comment #8 (10/21 – 5:00pm)</p>	<p>East Asia – JAPAN/ SOUTH KOREA</p>	<p>Read Chapter 8: F</p> <p>Team 3 (10/19) SOUTH KOREA</p> <p>Team 4 (10/19) JAPAN</p> <p>Quiz #4 (10/20)</p> <p>Video: see Module 9 View Team3 and 4’s presentation</p>
<p>Module 10</p> <p>Online Course Meeting 10/26</p>	<p>October 23</p> <p><i>Team 5 Team project material & video due (10/24-5:00pm)</i></p> <p><i>Team 5 Peer Evaluation (10/25-5:00pm)</i></p> <p>Weekly Question for Chapter F 9 (10/23–5:00 pm)</p> <p>Online Comment #9 (10/28 – 5:00pm)</p>	<p>The Middle East – ISRAEL OR UAE</p>	<p>Read Chapter 9: F</p> <p>Team 5 (10/26) ISRAEL or UAE</p> <p>Video: see Module 10 View Team5’s presentation</p>
<p>Module 11</p> <p>Online Course Meeting 11/2</p>	<p>October 30</p> <p><i>Team 6 Team project material & video due (10/31-5:00pm)</i></p> <p><i>Team 6 Peer Evaluation (11/1-5:00pm)</i></p> <p>Weekly Question for Chapter F 10 (10/30–5:00 pm)</p> <p>Online Comment #10 (11/4 – 5:00pm)</p>	<p>Sub-Saharan Africa – SOUTH AFRICA</p>	<p>Read Chapter 10: F</p> <p>Team 6 (11/2) SOUTH AFRICA</p> <p>Video: see Module 11 View Team 6’s presentation</p>
<p>Module 12</p> <p>Online Course Meeting 11/9</p> <p>VETERAN’S DAY (11/11)</p>	<p>November 6</p> <p><i>Team 7 Team project material & video due (11/7-5:00pm)</i></p> <p><i>Team 7 Peer Evaluation (11/8-5:00pm)</i></p> <p>Weekly Question for Chapter F 11 (11/6–5:00 pm)</p>	<p>Latin America – PERU</p>	<p>Read Chapter 11: F</p> <p>Team 7 (11/9) LATIN AMERICA</p> <p>Quiz #5 (11/10)</p> <p>Video: see Module 12 View Team7’s presentation</p>

Module 13 Online Course Meeting 11/16	November 13 <i>Team 8 Team project material & video due (11/14-5:00pm)</i> <i>Team 8 Peer Evaluation (11/15-5:00pm)</i> Weekly Question for Chapter F 12 (11/13-5:00 pm)	Central & Eastern Europe – SLOVENIA	Read Chapter 12: F Team 8 (11/16) EASTERN EUROPE Video: see Module 13 View Team 8’s presentation
Module 14 No Meeting THANKS GIVING (11/23 to 11/26)	November 20 Weekly Question for Chapter F 13 (11/20-5:00 pm)	Western Europe – ITALY OR FRANCE	Read Chapter 13: F Quiz #6 (11/22) Video: see Module 14
Module 15 Online Course Meeting 11/30	November 27 <i>Team 9 and 10 Team project material & video due (11/28-5:00pm)</i> <i>Team 9 and 10 Peer Evaluation (11/29-5:00pm)</i> Weekly Question for Chapter F 14 & C 11 (11/27-5:00 pm)	Legacy Countries – AUSTRALIA/CANADA Ethical Considerations Looking to the Future	Read Chapter 14: F Read Chapter 11: C Team 9 (11/30) WESTERN EUROPE Team 10 (11/30) LEGACY COUNTRIES Video: see Module 15 View Team 9 and 10’s presentation
Module 16 No Meeting	December 4 CLASS END (12/7) Reading Day (12/08 to 12/09)		EXAM II (12/06 Opens 5:00 pm and 12/07 Closes at 5:00 pm)

IMPORTANT REMINDER: Team Case Study Request Deadlines – 5:00 pm

Teams 1 and 2 – Friday, 09 September 2016 (Approved by 09/16/16)

Teams 3 to 6 – Friday, 16 September 2016 (Approved by 09/30/16)

Teams 7 to 10 – Friday, 30 September 2016 (Approved by 10/14/16)