



PUR 4404C: INTERNATIONAL PUBLIC RELATIONS
Section 067B 1315 Fall 2018
Online Course Syllabus

Instructor: Ms. Leping You
Email: letitia299@ufl.edu
Office: Weimer G031

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.
- Or you can set up an alternative online or telephone appointment with me.
- Please keep the following format for the subject line of your email;
PUR4404C (and state) Why sending this email
(e.g., PUR4404C Questions for the Team Presentation)

Course Descriptions

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. 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.

Course Format

This learner-centered course will primarily use online instruction, video lectures, PowerPoint presentations, readings, case studies, videos, quizzes, discussion group posts and selected course meetings 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 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.

UF 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.

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 the 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.
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Required Reading

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.

Along with designated readings, some additional required readings may be assigned, as needed. 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.

Note: Assigned readings should be completed prior to the weekly online course and all students in PUR 4404C are required to submit one question related to each assigned chapter of reading for the week/module; these questions are due on Sunday evening by 5:00 pm and are evaluated by the instructor. **These questions should either be a question you have after completing the reading or a question that could be used for class discussion. Students may quickly fall behind the reading schedule. Therefore, students are strongly advised to stay current with the reading, lecture, and other assignments.**

Recommended Reading (not required)

- 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., & Verčič, D. (Eds.). (2009). *The global public relations handbook: Theory, research, and practice (2nd ed.)*. New York, NY: Routledge.
- Tilson, D.J., & Alozie, E.C. (2004). *Toward the common good: Perspectives in international public relations*. Boston, MA: Allyn and Bacon.
- van Ruler, B., & Verčič, 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.

Recommended Supplemental Resources

- [Institute for Public Relations](#)
- [Arthur W. Page Society](#)
- [Public Relations Society of America \(PRSA\)](#)
- [PRSA Silver & Bronze Anvil Awards home page](#)
- [PRSA Volunteer Chapter](#)
- [Council of Public Relations Firms](#)
- [Public Affairs Council:](#)
- [Issues Management Council](#)
- [National Investor Relations Institute](#)
- [Global Alliance for Public Relations and Communication Management](#)
- [International Association of Business Communicators](#)
- [International Public Relations Association](#)
- [National Black Public Relations Association:](#)
- [Hispanic Public Relations Association](#)
- Public Relations Associations in each country, e.g., Public Relations Institute of Southern Africa (PRISA) in Southern Africa or the Charter Institute of Public Relations in United Kingdom
- [Journal of Public Relations Research](#)
- [Public Relations Review](#)

- [The Plank Center for Leadership in Public Relations](#)
- Students, particularly public relations majors, should consider regularly reading the following publications in hard copy or on-line: *Public Relations Tactics*; *Communication World* (available through IABC membership); *PR Week* (a weekly tabloid); *The Economist*; *The Wall Street Journal*; *The New York Times*; *The Washington Post*; *London Times*; and *Financial Times*.

Course Grading

Your evaluation in this course will be based on the following components:

Weekly Online Comments (10)	1% each comment	10%
Weekly Reading Questions		15%
Collaborative Team Case Study	Presentation	20%
Presentation	PowerPoint/other	5%
Class participation & attendance		10%
Quizzes		10%
Exams (2)	15% each exam	30%
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Total		100%

*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%

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.

Assignments and Grading Criteria

1. **Weekly Online Comments (1% for each of 10 comments – total 10%)**

– **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.**

One week of missed comment will be dropped in calculating the final grade in the course.

2. **Weekly Reading Questions (total 15%)**

– **Each week students are to submit one (1) question from each chapter of textbook reading(s).** If there are two or three textbook chapters assigned for the week, students are expected to create one question from each of those chapters for the upcoming week.

You are expected to write the questions by **CLEARLY** explaining why you come up with such the questions. Again, any vague or incomplete submissions will affect your grade. Normally it is rare to receive the full points if the stated question(s) is a short sentence without expanded details. You are highly encouraged to apply your critical thinking when coming up with the reading questions.

These questions should be submitted in the Assessments /Assignments tab in Canvas no later than 5:00 pm on Sunday prior to the weekly course meeting. If there is no course meeting for the upcoming week, the questions are still due at 5:00 pm on Sunday.

3. **Collaborative Team Case Study Project Presentation (The presentation content–oral presentation and written executive summary = 20% and PowerPoint/other = 5% for a total of 25%)**

– Students may volunteer or will be assigned to small teams; 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 2014-2018) 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 as well as the key deadlines handout – both are posted on Canvas.

IMPORTANT: The instructor must approve your collaborative team project case study in advance and by the specified deadline date provided for your team. 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 Studies 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.

NOTE: To volunteer for a specific team/country/date, please go to Canvas and click Discussion; at the bottom of the forum questions you will see a place to volunteer, if you wish to do so.

A **10% bonus** is available to students who volunteer and serve as members of Teams #1 and #2.

4. Attendance and Course Participation (5% attendance and participation 5% = 10%)

NOTE: Each student’s class participation grade for the course will be determined by participation to the other students’ weekly online comments, consistency of work completion and quality, and peer evaluations as well as the discretion of the instructor. Please note that participation grades will not be posted to the Canvas site.

5. Quizzes (10%)

–Several pre-announced short quizzes will be required.

Quizzes must be completed by the due date (one attempt for each quiz within 24 hours); there are NO make-up quizzes.

In addition to the weekly reading questions assignment, the purpose of the quizzes is for you to better comprehend course content. Therefore, you are expected to complete all the quizzes independently. 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.

Each student's lowest quiz grade will be dropped in calculating the final grade in the course.

6. Exams (15% for exam one and 15% for exam two – total 30%).

–Two pre-announced exams will be given online during the semester; the content is not cumulative. **A Study Guide will be provided to students in advance of each Exam.** Exams will be posted and directions for completion will be described in advance. 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.

Exam Study Guides will be distributed as an attachment to an announcement.

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.

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 assignments are due on the deadline date specified in the Syllabus Reading Schedule and the Key Deadlines document; both are posted to the Canvas site.

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
- ✓ accepts a grade penalty of 10% for each day the assignment is late

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 written 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 and is always appreciated.

Mechanics & Fact Errors

- Unless otherwise specified, use APA style on all assignments.
- Please do not assume you will remember everything from earlier courses. Locate and open your stylebooks now and review (This will help you learn 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 organization/client’s name or the incorrect identification of key sources.

Online Course Administration.

Canvas will be used to administer the course communication, materials (e.g., additional readings, handouts, assignment guidelines, case studies, project evaluation forms, peer evaluations, etc.) and grades. For instance, an electronic version of this document is posted on Canvas. You can access the site by using your Gator Link username and password. Please check the site on a frequent basis for announcements and/or threads of comments from either colleagues or the instructor.

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.

Late work policy

Public relations is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, **a penalty of 10% deduction** will be assigned unless PRIOR arrangements are approved by the instructor. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in

writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

6. Extra Credits (2%)

Extra credits will be offered for research participation through **1) individual research** provided by researchers and **2) CJC's SONA research** management system (<https://ufl-cjc.sona-systems.com>). Individual research will be offered based upon requests of UF researchers.

Regarding SONA system, please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, the studies will not be available until the third week of the semester. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate, and research opportunities will be limited by the end of the semester. In fact, it will be wise to participate early in the semester when your schedule is most flexible. Please see this video about how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ

Academic Honesty

Students must regard academic honesty as crucial and essential part of your academic life. The instructor treats the academic honesty as a serious issue. All your works for this course should be created on your own, and you are required to follow appropriate citation methods and guidelines. False information (fabrication) also leads to fail of this course. Please find appropriate information and guideline such as Purdue Owl

(<http://owl.english.purdue.edu/owl/resource/589/01/>) to avoid plagiarism. Your academic dishonesty will be reported to Student Conduct and Conflict Resolution, which might ask you additional penalties. Plagiarism will result in an automatic zero point and The University's guidelines regarding academic honesty can be found at:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

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 who request accommodation must first register with the Dean of Students Office, Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/). The Dean of Students will provide documentation to the student, who must then **provide this documentation to the instructor** when requesting accommodation **IN ADVANCE**. You must take action immediately to ensure the requested accommodations can be provided.

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 392-1111 or 9-1-1 for emergencies.

Course Schedule

Week/Module	Week of Sunday & Assignment Due	Topic	Reading Assignment: Prior to Wednesday's Online Course Meeting
Module 1	August 19 Discussion Board: Introduce Yourself (8/27 -5:00pm) Return Syllabus Acknowledgment Form (8/27 -5:00pm)	Overview: International Public Relations	Read chapter 1: A Read chapter 1: C Read Course Syllabus and Other Materials Weekly Questions due (8/27-5:00 pm)
Module 2	August 26 Weekly Questions for Module 1 & 2 (8/27-5:00 pm) Online Comment #1 (8/31-5:00pm)	International PR/ Global Gateways/ Common Ground & Challenges	Read chapter 2, 6: F Read chapter 2: C Teams: Volunteer [<i>post names to discussion board</i>] (8/31 – 12:00pm) Video: see Module 2
Module 3	September 2 Weekly Questions for Chapter 4 and F5 (F); Chapter 2 and 3 (A). (9/2-5:00 pm) Team 1 and 2: Organization/Case Request (9/7-5:00pm)	Ethics & Professionalism/ Cultural Metrics/Structural Comparisons	Read chapter 4, 5: F Read chapter 2, 3: A Quiz #1 (9/6) Finalized Teams Release (9/3 9:00am) Video: see Module 3
Module 4	September 9 Weekly Questions for Chapter C3, 4, 5, and 6 (9/9-5:00 pm) Team 3 to 6: Organization/Case Request (9/14-5:00pm) Online Comment #2 [read and react to chapter 4 by Alaimo (2016)]	Circuit of Culture/ Regulatory Environment /Campaign Materials & Practices	Read chapter 3, 4, 5, 6: C Quiz #2 (9/13) Video: see Module 4

	(9/14 – 5:00pm)		
Module 5	<p>September 16</p> <p>Weekly Questions for Chapter C7, 8, 9, 10 (9/16–5:00 pm)</p> <p>Team 1 and 2 Organization/Case Approved (9/16)</p> <p>Online Comment #3 Read and react on chapter 7: A (9/21 – 5:00pm)</p>	Consumption/ Contested Identities/Synergy of the Circuit/Practice Matrix	<p>Glance chapter 7, 8: C</p> <p>Read chapter 9, 10: C</p> <p>Read chapter 5, 6: A</p>
Module 6	<p>September 23</p> <p>Team 7 to 10: Organization/Case Request (9/28-5:00pm)</p> <p>Online Comment #4 (9/28 – 5:00pm)</p> <p>Team 3 to 6: Organization/Case Approved (9/30)</p>		EXAM I (09/25 Opens 5:00 pm and 9/26 Closes at 5:00 pm)
Module 7	<p>September 30</p> <p>Weekly Question for Chapter F 7 (9/30–5:00 pm)</p> <p><i>Team 1 Team project material & video due (10/1-5:00pm)</i></p> <p><i>Team 1 Peer Evaluation due (10/01-5:00pm)</i></p> <p>Online Comment #5 (10/5 – 5:00pm)</p>	South and Central Asia - India	<p>Read chapter 7: F</p> <p>Read chapter 8: A (pp. 242-251)</p> <p>Team 1 (10/2) INDIA</p> <p>Quiz #3 (10/4)</p> <p>Video: see Module 7</p> <p>View Team1’s presentation</p>
Module 8	<p>October 7</p> <p>Weekly Question for Chapter F 8</p>	Asia – China	<p>Read Chapter 8: F (pp. 137-144)</p> <p>Read Chapter 8: A (pp. 214-232)</p>

	<p>(10/7–5:00 pm)</p> <p><i>Team 2 Team project material & video due (10/8-5:00pm)</i></p> <p><i>Team 2 Peer Evaluation (10/8-5:00pm)</i></p> <p>Team 7 to 10: Organization/Case Approved (10/14)</p>		<p>Team 2 (10/9) CHINA</p> <p>Video: see Module 8 View Team2’s presentation</p>
Module 9	<p>October 14</p> <p>Weekly Questions for Chapter 8 F & A (10/14–5:00 pm)</p> <p><i>Team 3 and 4 Team project material & video due (10/15-5:00pm)</i></p> <p><i>Team 3 and 4 Peer Evaluation (10/15-5:00pm)</i></p> <p>Online Comment #6 (10/19 – 5:00pm)</p>	East Asia – Japan/ South Korea	<p>Read Chapter 8: F (pp. 145-158) Read Chapter 8: A (pp. 232-241)</p> <p>Team 3 (10/16) SOUTH KOREA</p> <p>Team 4 (10/16) JAPAN</p> <p>Quiz #4 (10/18)</p> <p>Video: see Module 9 View Team3 and 4’s presentation</p>
Module 10	<p>October 21</p> <p>Weekly Question for Chapter F 9 and Chapter 10: A (pp. 300-330) (10/21–5:00 pm)</p> <p><i>Team 5 Team project material & video due (10/22-5:00pm)</i></p> <p><i>Team 5 Peer Evaluation (10/22-5:00pm)</i></p> <p>Online Comment #7 (10/26 – 5:00pm)</p>	The Middle East – Israel or UAE	<p>Read Chapter 9: F Read Chapter 10: A (pp. 300-330)</p> <p>Team 5 (10/23) ISRAEL or UAE</p> <p>Video: see Module 10 View Team5’s presentation</p>
Module 11	<p>October 28</p> <p>Weekly Question for Chapter F 10 and Chapter 12: A</p>	Sub-Saharan Africa – South Africa	<p>Read Chapter 10: F Read Chapter 12: A</p> <p>Team 6 (10/30) South Africa</p> <p>Video: see Module 11</p>

	<p>(10/28–5:00 pm)</p> <p><i>Team 6 Team project material & video due (10/29-5:00pm)</i></p> <p><i>Team 6 Peer Evaluation (10/29-5:00pm)</i></p> <p>Online Comment #8 (11/2 – 5:00pm)</p>		View Team 6’s presentation
Module 12	<p>November 4</p> <p>Weekly Question for Chapter F 11; Chapter 11: A (pp. 351-371) (11/4–5:00 pm)</p> <p><i>Team 7 Team project material & video due (11/5-5:00pm)</i></p> <p><i>Team 7 Peer Evaluation (11/5-5:00pm)</i></p> <p>Online Comment #9 (11/9 – 5:00pm)</p>	Latin America – Peru	<p>Read Chapter 11: F Read Chapter 11: A (pp. 351-371)</p> <p>Team 7 (11/6) Latin America Quiz #5 (11/8)</p> <p>Video: see Module 12 View Team 7’s presentation</p>
Module 13	<p>November 11</p> <p>Weekly Question for Chapter F 12; A Chapter 9 (pp. 260-282). (11/11–5:00 pm)</p> <p><i>Team 8 Team project material & video due (11/12-5:00pm)</i></p> <p><i>Team 8 Peer Evaluation (11/12-5:00pm)</i></p> <p>Online Comment #10 (11/16 – 5:00pm)</p>	Central & Eastern Europe – Slovenia	<p>Read Chapter 12: F Read Chapter 9: A (pp. 260-282)</p> <p>Team 8 (11/13) Eastern Europe</p> <p>Video: see Module 13 View Team 8’s presentation</p>
Module 14	<p>November 18</p> <p>Weekly Question for Chapter F 13; Chapter 9: A (pp. 282-296) (11/18–5:00 pm)</p>	Western Europe – Italy or France	<p>Read Chapter 13: F Read Chapter 9: A (pp. 282-296)</p> <p>Quiz #6 (11/20)</p> <p>Video: see Module 14</p>
THANKSGIVING (11/21 to 11/24)			

Module 15	<p>November 25</p> <p>Weekly Question for Chapter F 14 & C 11; Chapter A 11 (pp. 282-296) (11/25-5:00 pm)</p> <p><i>Team 9 and 10 Team project material & video due (11/26-5:00pm) Team 9 and 10 Peer Evaluation (11/26-5:00pm)</i></p>	<p>Legacy Countries – Australia/Canada</p> <p>Ethical Considerations</p> <p>Looking to the Future</p>	<p>Read Chapter 14: F Read Chapter 11: C Read Chapter 11: A (pp. 339-350)</p> <p>Team 9 (11/27) Western Europe Team 10 (11/27) Legacy Countries</p> <p>Video: see Module 15 View Team 9 and 10's presentation</p>
Module 16	<p>December 2</p> <p>CLASS END (12/5)</p> <p>Reading Day (12/06 to 12/07)</p>		<p>EXAM II (12/10 Opens 5:00 pm and 12/11 Closes at 5:00 pm)</p>

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

Teams 1 and 2 – Friday, 07 September 2018 (Approved by 09/16/18)

Teams 3 to 6 – Friday, 14 September 2016 (Approved by 09/30/18)

Teams 7 to 10 – Friday, 28 September 2016 (Approved by 10/14/18)

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.