

# SYLLABUS

## **International Public Relations**

### **PUR4404C**

Credit hours: 3

Summer  
2020



# 1. Instructor Info & Course Description

## 1.1 Instructor

**Liudmila Khalitova**

### E-mail

[mila.khalitova@ufl.edu](mailto:mila.khalitova@ufl.edu) or contact me via Canvas Messages.

Normally, I respond to emails within 24 hours during workdays.

Please, begin your email subject with “**PUR4404C**”.



### Office Hours

By appointment.

### Class Hours

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

## 1.2 Course Description

**PUR 4404C** is an upper-level undergraduate online course designed to introduce students to the global perspective of public relations in corporate, agency and government public relations.

A primary goal of the course is to help students become knowledgeable of the ever-increasing development of the field across the world and the opportunities it offers to them, especially in government, transnational businesses, non-governmental organizations, and global agencies.

## 1.3 Prerequisites

**PUR 3000** - Principles of Public Relations

## 2. Course

### 2.1 Course objectives

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

- To distinguish between the various environmental variables shaping the evolution of public relations and the use of specific practices in different regions or particular countries worldwide.
- To become knowledgeable about how public relations has developed and is practiced in other countries by reviewing pertinent literature and research findings.
- To increase awareness of the different types of private, public, for-profit, not-for-profit, and activist organizations that use public relations strategies in a global arena.
- To research, track, and present the public relations efforts of a transnational organization facing a crisis or challenging situation, and the efforts of a multinational corporation to communicate authenticity claims and promises of its corporate identity.
- To understand the country-specific approach of conducting a public relations campaign based on real case studies and guest speakers' presentations.
- To further appreciate multiculturalism and diversity of societies as they relate to global public relations.

### 2.2 Instructional Methods

This learner-centered course will provide you the flexibility to manage your schedule, while also requiring you to be fully engaged in the learning process. The content from the instructor will be delivered through video lectures, slides and extra readings. **Discussions, quizzes, exams and the final project will help keep you engaged in the course and learn from your classmates.** We will rarely simply recount what is stated in the reading materials, but rather use them as a springboard for expanded discussion and solve problem.

**This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions.** It is essential that you keep up with the reading schedule and actively participate the online discussion. Not all of the materials that you read will be discussed or explained in video lectures, therefore, if you need further explanations or clarifications please take advantage of the posted office hours. If you have an issue, see the instructor sooner, not later.

## 3. Course Materials & Technology

### 3.1 Required readings

**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.

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

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

### 3.2 Recommended readings

**Culbertson, H.M., & Chen, N. (Ed.). (1996).**

*International public relations; a comparative analysis.*

Mahwah, NJ: Lawrence Erlbaum Associates.

**Hofstede, G. H., Hofstede, G. J., & Minkov, M. (2010).**

*Cultures and organizations: Software of the mind.*

Maidenhead: McGraw-Hill.

**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.

**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., & Verčič, D. (Eds.). (2009).**

*The global public relations handbook: Theory, research, and practice* (2<sup>nd</sup> 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.

## 3. Course Materials & Technology

### 3.3 Software/computing requirements

Canvas will be used to administer the course communication, final project, grades, and other materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms). Since online assignments are the primary interaction tools of this class, it is very important for you to keep up with all the assignments due. Canvas can remind you of upcoming due dates. Please check the site on a daily basis for announcements and/or threads of comments from either classmates or the instructor.

**A screen+audio recording software is required for the final project.** Instead of having online live meetings, this class requires you to upload a video of your case presentation to YouTube.

**The screen-recording feature is available on:**



OS Windows: **PowerPoint (2013 and 2016)** <https://support.office.com/en-us/article/Record-your-screen-in-PowerPoint-0b4c3f65-534c-4cf1-9c59-402b6e9d79d0>  
(Save media as Media File)

Mac OS: **QuickTime Player**



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

Or any Online: **BigBlueButton**



<https://bigbluebutton.org/>

Once you saved your video, upload it to YouTube and make sure to set up its privacy settings to either **Public** (will appear in search results) or **Unlisted** (will be available by link only).

**If you have any difficulties with video recording (e.g. no software/microphone), please let me know at least one week prior to your presentation submission deadline.**

## 4. Course Content

Course content will be published as we go; there will be very few opportunities to work ahead. The content for the upcoming week will be posted by 8:00 a.m. EST Monday morning.

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

| Week                       | Topic   | Readings                           | Major Assignments  |
|----------------------------|---|------------------------------------|--|
| Week 1 (May 11 – 17)       | <b>Overview: International Public Relations</b>                                     | Freitag & Stokes, ch. 1, 2, 3      |  |
| Week 2 (May 18 – 24)       | <b>Challenges &amp; the Circuit of Culture</b>                                      | Curtin & Gaither, ch. 1, 2, 3      |  |
| Week 3 (May 25 – 31)       | <b>Elements of the Circuit of Culture</b>   | Curtin & Gaither, ch. 4, 5, 6, 7   |  |
| Week 4 (June 1 – 7)        | <b>Identity in the Circuit of Culture. Ethics in International Public Relations</b> | Curtin & Gaither, ch. 8, 9, 10, 11 | <b>Project proposals due June 7</b>  |
| Week 5 (June 8 – 14)       | <b>Structural Comparisons &amp; Cultural Metrics</b>                                | Freitag & Stokes, ch. 4, 5, 6      |  |
| Week 6 (June 15 – 21)      | <b>Midterm Exam (June 17-19)</b>  |                                    | <b>Final Project Presentations for Asia due June 26</b>                                |
| <b>Spring Break</b>        |   |                                    |  |
| Week 7 (June 29 – July 5)  | <b>Asia</b>   | Freitag & Stokes, ch. 7, 8         | <b>Final Project Presentations for Africa &amp; the Middle East due July 3</b>         |
| Week 8 (July 6 – 12)       | <b>Africa &amp; The Middle East</b>   | Freitag & Stokes, ch. 9, 10        | <b>Final Project Presentations for Latin America due July 10</b>                       |
| Week 9 (July 13 – 19)      | <b>Latin America</b>  | Freitag & Stokes, ch. 11           | <b>Final Project Presentations for Central and Eastern Europe due July 17</b>          |
| Week 10 (July 20 – 26)     | <b>Central and Eastern Europe</b>   | Freitag & Stokes, ch. 12           | <b>Final Project Presentations for Western Europe and Legacy countries due July 24</b> |
| Week 11 (July 27 – Aug. 2) | <b>Western Europe and Legacy countries</b>  | Freitag & Stokes, ch. 13           |  |
| Week 12 (Aug. 3 – 7)       | <b>Final Exam (Aug 4-6)</b>   |                                    |  |

## 5. Academic Requirements & Grading

### 5.1 Assignments

#### Quizzes (20% of the final grade)

Quizzes consist of a few simple true/false, multiple choice, or short answer questions probing the content of that week's lecture and/or readings. If a quiz has been assigned for that week, you will need to have it completed by Sunday at 11:59 p.m. EST of that week.

#### Discussion posts (15% of the final grade)

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

#### Midterm & Final Exams (20% each, 40% in total)

Exams are designed to test the student's knowledge of the main ideas covered in the text and assigned readings, lectures, guest speakers, and case study team presentations.

**Students are responsible for all assigned readings; exam questions will come from all of these sources. Exam study guides will be provided.**

#### Final Project (25% of the final grade)

Your final project is a case study of the recent communication efforts of a multinational organization involving **home, host, and/or transnational publics/audiences** in the region of the world specified in the course reading schedule. This assignment affords an opportunity to examine real-world international public relations cases and apply what you are learning in this course. The main objective is to understand how these corporations or organizations are addressing international, global, or intercultural issues in their communications efforts in specific regions of the world.

Final projects can be completed **either individually or in a group** (up to five students). You will not be assigned to groups by the instructor; if you choose to do a group project, it will be **your responsibility to form a team**. Each team must select **one person** (Team Leader) whom I will be contacting regarding your group project.

## 5. Academic Requirements & Grading

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

Each team/individual must select at least three (3) cases and submit the cases for approval to the instructor via the Proposal Form available on Canvas (in case of group projects, the proposal forms **must be submitted by Team Leaders**). **Once the proposal form is completed, take a screenshot of its any page** (survey completion message is OK) and **submit it to Canvas** (one screenshot per team, submitted by the Team Leader). Late submission penalties for Project Proposals will be applied as follows: 1 min. – 24 hours late – 10% of your final grade for the project; 24 hours – 7 days late – 20%; 8 – 10 days late – 30%; 11 – 14 days late – 40%; more than 14 days late – 100%.

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

There are 3 things individuals/Team Leaders must submit:

- **PPT slides**
- **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)
- **5 multiple-choice questions** related to the content to your presentation

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

Because those teams/individuals who select **Asia** will have the least time to prepare, there will be **10% extra to their project grade**.



## 5. Academic Requirements & Grading

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

**Penalties for late submission will be applied as follows:** 1 min. – 24 hours late – 15% of your grade for the project; 24 - 48 hours late – 30%; more than 48 hours – 100%.

### 5.2 Grading scheme

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

### 5.3 Extra Credit Opportunities

**A few credit opportunities will be available throughout the semester:**

For student evaluations of teaching (<https://evaluations.ufl.edu>, also available via Gator Rater tab on Canvas), all members of the class will be awarded **one (1) bonus percentage point to their final grade if 80% of the enrolled class completes evaluations, and two (2) bonus percentage points if 100% of the enrolled class completes evaluations.** That, typically is enough to move many students from B+ to A- or A- to A.

**1 extra credit (which equals 1% of the final grade for the course) will be offered for research participation through CJC's SONA research management system** (<https://ufl-cjc.sona-systems.com>). 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, it is not until around the third week of the semester that studies will become available. 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 is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: [https://youtu.be/\\_1OnT2ZU600](https://youtu.be/_1OnT2ZU600) If you have any questions, please contact the CJCSONA administrator through this email: [uf-cjc-sonasystems@jou.ufl.edu](mailto:uf-cjc-sonasystems@jou.ufl.edu)

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

## 6. Policies

### 6.1 Deadlines & make-up policy

The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, deadlines are treated seriously in this class. All assignments are due by 11:59 p.m. on the date of the deadline, unless otherwise instructed.

#### **Late submission penalties for Project Proposals:**

|                        |  |
|------------------------|--|
| 1 min. – 24 hours late | – 10% of your final grade for the project; |
| 24 hours – 7 days late | – 20%;                                     |
| 8 – 10 days late       | – 30%;                                     |
| 11 – 14 days late      | – 40%;                                     |
| More than 14 days late | – 100%.                                    |

#### **Late submission penalties for the Final Project (YouTube link, ppt slides and multiple-choice questions):**

|                        |                                      |
|------------------------|--------------------------------------|
| 1 min. – 24 hours late | – 15% of your grade for the project; |
| 24 - 48 hours late     | – 30%;                               |
| More than 48 hours     | – 100%.                              |

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

In general, acceptable reasons for failure to submit assignments on time include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**For any questions regarding a given grade, please contact me within 24 hours after the grade is received.**

## 6. Policies

### 6.2 Academic honesty

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

*“ We, the members of the University of Florida community,  
pledge to hold ourselves and our peers to the highest standards of  
honesty and integrity. “*

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. **Violations of the Honor Code at the University of Florida will not be tolerated.** Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

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

<http://gradschool.ufl.edu/students/introduction.html>

**Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.**

### 6.3 Students with disabilities

Students requesting accommodation for disabilities must first register with the **Dean of Students Office** ([www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

### 6.4 Course evaluation

**Students are expected to provide feedback** on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, near the end of the semester. Summary results are available to you and the general public.

## 6. Policies

### 6.5 UF Resources

#### **Division of Student Affairs (352-392-1261)**

Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence.

[www.ufsa.ufl.edu](http://www.ufsa.ufl.edu)

#### **UF Counseling & Wellness Center (352-392-1575)**

The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. [www.counseling.ufl.edu/cwc](http://www.counseling.ufl.edu/cwc)

#### **Computers**

Call 352-392-HELP (4357) or email [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:**

[Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)

(352) 392-HELP - select option 2

<https://lss.at.ufl.edu/help.shtml>

### 6.6. Miscellaneous

The instructor reserves the right to make changes, if necessary, to the syllabus, grading system, schedule, or other matters pertaining to the class.

**Please be aware that the instructor will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response.**

Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you.

If you notice yourself having trouble in the course, it is crucial that you see me immediately. Please feel free to approach me about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

## 7. Final Project Rubric

| <b>Situation analysis - 60% of the grade (18 points)</b> |   |                |               |
|--|---|----------------|---------------|
| <b>Item</b>  | <b>Description</b>  | <b>Present</b> | <b>Absent</b> |
| Client/organization background                           | Mission, vision, and values; brief background of the corporation/organization         | 1              | 0             |
| Opportunity/Problem (SWOT)                               | Problem, issue or opportunity faced by the corporation/organization in a host country | 1              | 0             |

### **Host country environment**

|                                    |  |   |   |
|------------------------------------|--|---|---|
| Political system                   | Brief overview of the political environment and government regulations - Freedom House Democracy Index or other classification.  | 1 | 0 |
|                                    | Corruption perception index.   | 1 | 0 |
| Economic environment               | Level of economic development (UN World Economic Situation and Prospects or other classification).   | 1 | 0 |
| Type of media system/Media freedom | Freedom House Freedom of the Press Index or other classification.  | 1 | 0 |
| Technological development          | Literacy rates.  | 1 | 0 |
|                                    | Media penetration (print/radio/TV).  | 1 | 0 |
|                                    | Internet penetration.  | 1 | 0 |
| Culture                            | Culture (Hofstede's cultural dimensions).  | 1 | 0 |
| Audience                           | Primary & secondary publics – demographics/psychographics; examination of the appropriate and unique approaches taken to reach the specified target audiences, including stakeholders. | 1 | 0 |

## 7. Final Project Rubric

| Item                     | Description   | Present | Absent |
|--------------------------|---|---------|--------|
| <b>Campaign analysis</b> |   |         |        |
| Output/Impact objectives | Goals and objectives of the campaign (attitudinal and behavioral).  | 1       | 0      |
| Campaign timetable       | Start and end dates/key dates if available.   | 1       | 0      |
| Theme & key messages     | What did the organization intend to say?  | 1       | 0      |
| Actions/Special events   | Specific actions taken to attract audience attention.   | 1       | 0      |
| Media/Channels used      | What channels were used?  | 1       | 0      |
| Implementation           | Analysis of web pages; electronic/interactive media kit (i.e., media releases/media advisories, photographs, glossaries, fact sheets, FAQs, executive profiles, videos); brochures; other online resources (e.g., blogs, Facebook, Twitter, Instagram, Pinterest, etc.); other print (e.g., posters, fliers), audiovisual, or online publications (e.g., newsletter, magazine); events or trade show booth; and other promotional materials and elements. | 1       | 0      |
| Evaluation               | Output/Impact objectives - did they achieve them?   | 1       | 0      |

| <b>Conclusions - 10% of the grade (3 points)</b> |             |         |        |
|--|-------------|---------|--------|
| Item   | Description | Present | Absent |
| Brief summary of the case                        |             | 1       | 0      |
| Key takeaways (lessons learned)                  |             | 1       | 0      |
| Specific recommendations                         |             | 1       | 0      |

## 7. Final Project Rubric

### Insight quality – 20% of the grade (6 points max)

Explanation of how the Circuit of Culture is demonstrated in this campaign.

| Excellent (6)  | Good (4)  | Fair (2)   | Poor (0)  |
|--|---|--|---|
| Seamlessly connects the host country's environment with the issues identified in the case: Clearly explains environmental, current events and other influences that affect how public relations is practiced in the host country, and how these aspects are managed to facilitate reaching target audiences. | Makes appropriate and powerful connections between the host country's environment and the issues identified in the campaign, and explains how global public relations aspects are integrated into the campaign. | Makes appropriate but somewhat vague connections between identified issues/problems and concepts studied in readings and lectures. | While lists the environmental components, but does not describe the relationship between them and the campaign. |

### Technical quality and oral delivery – 10% of the grade (3 points max)

| Excellent (3)   | Good (2)   | Fair (1)   | Poor (0)   |
|---|--|--|--|
| Design of the slides looks professionally, logically organized. Volume and quality of the sound is appropriate. Title and references are present. | Slides organized in a logical order. Volume and quality of the sound is appropriate. Title and references are present. | Minor issues with the design or sound. Title and references are present. | Issues with the slides or sound impact understanding. Title and/or references are missing. |