

PUR 4404C
International Public Relations
Fall 2021 | Hybrid Course
1-hour Online Lecture & Fridays 1:55-3:50 p.m. Weimer 1078

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Course Overview

Prerequisites

PUR 3000 - Principles of Public Relations

Course Description

PUR 4404C is an upper-level undergraduate hybrid 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.

Course objectives

- To distinguish between the various environmental variables shaping the evolution of public relations and the use of specific practices in different regions or particular countries worldwide.
- To become knowledgeable about how public relations has developed and is practiced in other countries by reviewing pertinent literature and research findings.
- To increase awareness of the different types of private, public, for-profit, not-for-profit, and activist organizations that use public relations strategies in a global arena.
- To research, track, and present the public relations efforts of a transnational organization facing a crisis or challenging situation, and the efforts of a multinational corporation to communicate authenticity claims and promises of its corporate identity.

- To understand the country-specific approach of conducting a public relations campaign based on real case studies and guest speakers' presentations.
- To further appreciate multiculturalism and diversity of societies as they relate to global public relations.

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work”

Instructional Methods

The hybrid structure allows you the flexibility to engage with lecture online, while also being fully engaged in the learning process in a face-to-face setting. The content from the instructor will be delivered through video lectures, slides, and extra readings for the online segment of the course. **In-class Discussions, assignments, online quizzes, exams, and the group project will help keep you engaged in the course and learn from your classmates.** We will rarely recount what is stated in the reading materials, but rather use them as a springboard for expanded discussion and problem-solving.

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 class discussions. **Not all materials that you read will be discussed or explained in video lectures.**

Therefore, if you need further explanation or clarification, please take advantage of going to office hours. If you have an issue, see the instructor sooner, not later.

Required readings

1. **Textbook:** Molleda, J.-C., & Kochhar, S. (2019). *Global and Multicultural Public Relations*. Hoboken, NJ: John Wiley & Sons.
2. **Textbook:** Alaimo, K. (2021). *Pitch, Tweet, or Engage On the Street: How to Practice Global Public Relations and Strategic Communication* (2nd Edition). New York, NY: Routledge.
3. **Canvas Readings:** Additional required readings will be made available through the modules on Canvas as the course progresses.

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

Software/computing requirements

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

Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all. Students will be given one short break during class at a time determined by the instructor.

Technology Policy

Students are welcome to use laptop computers or other devices as a form of notetaking or completing in-class activities during the appropriate time. However, students who are caught using devices for other purposes that are not relevant to class (e.g., checking social media, watching videos, etc.) will be given a warning and if caught repeatedly, will be asked to leave class.

Privacy/Security

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

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

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Grading Policy

Grading Scale

A	94 - 100%	C	74 - 76.9%
A-	90 - 93.9%	C-	70 - 73.9%
B+	87 - 89.9%	D+	67 - 69.9%
B	84 - 86.9%	D	64 - 66.9%
B-	80 - 83.9%	D-	60 - 63.9%
C+	77 - 79.9%	F (E)	0 - 59.9%

If you have any questions regarding a grade, please contact me within 24 hours after the grade is posted.

Grade Breakdown

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

5% - Participation. Each week, the class time on Friday will consist of lecture recaps, discussions, group activities and/or guest speakers. It is important for students to actively engage with the in-class sessions to learn and apply key concepts covered each week. While attendance is not listed as a separate grade for the course, being absent from class can affect your participation score because attendance is necessary to actively participate during the in-class session. In the event of a guest speaker, the submission of a question for a guest speaker will contribute to the participation grade for the day of the guest speaker.

15% - Online Assignment. The purpose of the online assignment is to provide a space for students to critically engage with the applied space of international public relations through reflective or analytical prompts regarding the current topics about the international public relations field in relation to the course content for that week. For a more detailed description of the assignment, please see the assignments page on Canvas. Each online assignment is due by **Sunday at 11:59 p.m. of the assigned week.**

20% - Quizzes. There are a total of 5 quizzes in the semester, which consist of multiple choice, true/false or fill in the blank questions covering the content leading up to and including the week of the quiz. See the course calendar to know when the quizzes are scheduled. Every quiz is due by **Sunday at 11:59 p.m. of the assigned week.**

40% - Midterm & Final Exam. Exams are designed to test the student's knowledge of the concepts covered during the semester. The exams will be proctored via Honorlock. Students are responsible for completing all assigned readings, lectures, and any required supplementary material. Exam questions are developed from any or all those sources and designed to test the student's ability to apply the concepts into a related

scenario. **See the course schedule to know when the exams are taking place.**

20% - Group Project. In the professional world, you will often be faced with working on a team to complete a project for a client. The group project is focused on developing those skills to work collaboratively with group members by developing an effective public relations proposal for an organization of your group's choice (e.g., government entity, non-profit, NGO, or MNC) that is interested using to connect with the key publics or stakeholders from a country in the region you have chosen. The organization should be from a different region than the publics/stakeholders. See the group project file for more details. **The written proposal is due by Sunday, November 21 by 11:59 p.m. (Week 13).** Presentations are schedule for week 15 (12/3) during class. Check for the presentation sign-up form that will be circulated online in the weeks leading up to that class day.

Attendance policy

Class attendance is expected. Students are given 1 (unexcused) absence before points are deducted from the participation grade. After that, each unexcused absence will result in a deducting daily participation points from the participation grade because attendance is necessary in order to participate with class. Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>) and require appropriate documentation.

Students are **marked absent after 10 minutes** after the start of class unless provided with a documented excuse per UF policy.

Late Submission Policy

Any assignment submitted after the deadline will result in a late penalty. Points will be deducted from the assignment/quiz based on the when it is submitted:

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

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

Note. Late/make-up exams are not accepted unless it adheres there is a documented excuse as explained below.

Make-up Policy

The course adheres to the university's policy regarding class attendance and make-up exams, assignments, and other coursework. This information can be found at:

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

Students should arrange with the instructor for makeup material, and the student will receive one week to prepare for any makeup assignment, if circumstances allow it. Any quizzes or exams will be allotted the appropriate amount of time to complete it as given to other students, which will be clearly communicated to students during the correspondence.

Extra Credit Policy

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

1. Register a SONA account
2. Choose studies to participate in to receive extra credit for class
3. Check SONA regularly to see what studies are available (Typically, studies start to appear around the third week of the semester).
4. DO NOT wait until the last minute. Last minute participation results in limited choices.
5. Helpful video for SONA account setup:
https://youtu.be/_10nT2ZU6QQ
6. For questions, contact CJCSONA via email: uf-cjc-sonasystems@jou.ufl.edu
7. **EXTRA CREDIT: 1 SONA point = 1% extra credit.**
Students can earn up to 1 percent of extra credit to apply to the overall score.

*At this time, SONA is the only extra credit opportunity given to students.

*****Continue to the next page for the course schedule*****

Week	Topic	Reading	Due	UF Schedule
Week 1 8/27.	International PR Approaches & Ethics	MK Ch. 1 & 7 MK Ch. 4; K.A. Ch. 1 <i>Canvas Readings</i>		Semester Begins 8/23.
Week 2 9/3.	Theory/Research & Building PR Team	MK Ch. 2 K.A. Ch. 3; M&K Ch. 10 <i>Canvas Readings</i>	Quiz 1 (Sun. 9/5 by 11:59 p.m.) GP: Sign-up Form (Fri 9/3 @ 12:00 p.m.)	
Week 3 9/10.	Media & Technology	MK Ch. 11; K.A. Ch. 8 <i>Canvas Readings</i>	OL 1 (Sun. 9/12 by 11:59 p.m.) GP: Topic Due	Labor Day Mon. 9/6. Class in session
Week 4 9/17.	Culture	MK Ch. 3; K.A. Ch. 2 <i>Canvas Readings</i>	Quiz 2 (Sun. 9/19 by 11:59 p.m.)	
Week 5 9/24.	Organizations Public Diplomacy	MK Ch. 5 & 6; K.A. Ch. 5 MK Ch. 12; K.A. Ch. 7	OL2 (Sun. 9/26 by 11:59 p.m.)	
Week 6 10/1.	Crisis Communication & CSR <i>Exam Review (In-Class)</i>	MK 8; K.A. Ch. 4 MK Ch. 9; K.A. Ch. 6 <i>Canvas Readings</i>	Quiz 3 (Sun. 10/3 by 11:59 p.m.)	
Week 7 10/8.	Exam: Week 1-6 Content	<i>No readings</i>	Exam 1 (Thurs. 10/7 by 11:59 p.m.) GP: Optional Draft	Homecoming 10/8-10/9 No Class
Week 8 10/15.	Asia & the Pacific	K.A. Ch. 9 <i>Canvas Readings</i>	OL3 (Sun. 10/17 by 11:59 p.m.)	
Week 9 10/22.	Europe	K.A. Ch. 10 <i>Canvas Readings</i>	Quiz 4 (Sun. 10/24 by 11:59 p.m.)	
Week 10 10/29.	Middle East	K.A. Ch. 11 <i>Canvas Readings</i>	OL4 (Sun. 10/31 by 11:59 p.m.) GP: Optional Draft	
Week 11 11/5.	Sub-Saharan Africa	K.A. Ch. 13 <i>Canvas Readings</i>	OL 5 (Sun. 11/7 by 11:59 p.m.)	
Week 12 11/12.	North & Latin America	K.A. Ch. 12 <i>Canvas Readings</i>	Quiz 5 (Sun. 11/14 by 11:59 p.m.)	Veteran's Day Thurs. Nov. 11 Class in session
Week 13 11/19.	(NCA Conference - No Class) Group project workday		Group Project: Written Proposal Due (Sun. 11/21 by 11:59 p.m.)	
Week 14 11/26.	Holiday (No Class)	<i>No Readings</i>		Thanksgiving Break 11/24-11/27 No Class
Week 15 12/3.	Group Presentations & <i>Exam Review (In-Class)</i>		Group Presentations	
Week 16 12/10.	Reading Days - No Class			Reading Days 12/9-12/10 No class
Week 17 Wed. 12/15.	Exam: Week 8-14 Content	<i>No readings</i>	Exam 2 Wed. 12/15 @ 10:00 am - 12:00 pm	

UF Policies

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>

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

Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (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.

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.

UF Resources

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

- Computers/IT/E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu. Also, see <https://iss.at.ufl.edu/help.shtml>
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, writing papers.
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information - <https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/>
- On-Line Students Complaints: View the Distance Learning Student Complaint Process. <https://distance.ufl.edu/getting-help/student-complaint-process/>