



## **INTERNATIONAL PUBLIC RELATIONS PUR4404C**

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.

## Course & Instructor Introduction

**Credit Hours: 3**

**Fall 2022**

**Instructor: Mercy Madu**

### Office Hours

By appointment.

Email: [mercy.madu@ufl.edu](mailto:mercy.madu@ufl.edu) [I respond within 24 hours on most days]

### Class Hours

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

# 1.0 Course

## 1.1 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, provide an overview, and evaluate a successful public relations efforts of a transnational organization, and the efforts of the multinational corporation to adapt to the host country, including any country-specific strategies.
- 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.

## 1.2 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, reading summaries and supplemental readings. Discussions, exams, and the final paper will help keep you engaged in the course. **It is essential that you keep up with the reading schedule and actively participate in the online discussion.**

## 2.0 Course Materials & Technology

### 2.1 Required readings

**Molleda, J.-C., & Kochhar, S.** (2019). Global and Multicultural Public Relations. Hoboken, NJ: John Wiley & Sons.

**Freitag, A.R., & Stokes, A.Q.** (2009). Global public relations : Spanning borders, spanning cultures. New York, NY: Routledge.

### 2.2 Read on Your Own

**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 (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.

## 2.3 Software/computing requirements

Canvas will be used to administer the course communication, final project, grades, and other materials (e.g., supplemental readings, reading summaries, assignment guidelines, evaluation forms). **It is very important for you to keep up with all "To Do" due dates.** 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.

## 2.4 Privacy/Security

While the class is mostly asynchronous, there will be two live Zoom sessions this semester. These class sessions will be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during a session and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## 3.0 Course Content

Week	Topic	Readings	To-Do
Week 0 (August 24 - 28)	Course Overview		Introduce Yourself Due: August 28
Week 1 (August 29 - September 4)	Intro to International PR	Freitag & Stokes, Ch. 1, 2, 3 Molleda & Kochhar, Ch. 1	Discussion 1 Due: September 4
Week 2 (September 5 - September 11)	Research and Environmental Analysis	Molleda & Kochhar, Ch. 2, 3 Freitag & Stokes, Ch. 4, 5	
Week 3 (September 12 - September 18)	MNCs & NGOs	Molleda & Kochhar, Ch. 5, 6	Discussion 2 Due: September 18
Week 4 (September 19 - September 25)	Governments, Glocalization	Molleda & Kochhar, 7, 12	Discussion 3 Due: September 25
Week 5 (September 26 - October 2)	Crisis Management & CSR	Molleda & Kochhar, Ch. 8, 9	Discussion 4 Due: October 2
Week 6 (October 3 - October 9)	Internal Comms & Technology	Molleda & Kochhar, Ch. 10, 11	Discussion 5 Due October 9
Week 7 (October 10 - October 16)	Ethics in International PR	Freitag & Stokes, pp. 293-294 Molleda & Kochhar, Ch. 4	Discussion 6 Due October 16
Week 8 (October 17 - October 23)	MIDTERM EXAMS		
Week 9 (October 24 - October 30)	South and South-East Asia  China, Japan, & South Korea	Freitag & Stokes, Ch. 7  Freitag & Stokes, Ch. 8	Discussion 7 Due: October 30
Week 10 (October 31 - November 6)	The Middle East and Africa	Freitag & Stokes, Ch. 9 & 10	Discussion 8 Due: November 6
Week 11 (November 7 – November 13)	Latin America	Freitag & Stokes, Ch. 11	Discussion 9 Due: November 13
Week 12 (November 14 – November 20)	Central and Eastern Europe  Western Europe and Legacy Countries	Freitag & Stokes, Ch. 12  Freitag & Stokes, Ch. 13 & 14	Discussion 10 Due: November 20
Week 13 (November 23 - November 27)	SPRING BREAK		
Week 13 (November 28 - December 4)	Final Paper (Due: December 4)		
Week 14 (December 5 - December 11)	FINAL EXAMS		

## 4.0 Assignments

### **Exams (40% of the final grade)**

The exams (Midterm and Final Exams) consist of simple true/false, multiple choice, or short answer questions probing the content of covered course content, lectures and/or readings. For the week each exams falls in, you will need to have it completed by Sunday at 11:59 p.m. EST of that week.

### **Discussion posts (40% of the final grade)**

Theses discussion posts are weekly online reactions to readings/lectures or current events. You are required to turn in a response for each discussion prompt. Discussion posts are due by Sunday at 11:59 p.m. EST of that week.

### **Final Paper (20% of the final grade)**

Your final paper is a (5-10 pages) 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.



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 any of the regions specified in Weeks 9-12 of the syllabus. That corporation/organization will have a home country (where it is headquartered) and will have a presence/be doing business in any of the countries located in the regions discussed in this course (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 selected host country. For example: you identify/select as your client, Hewlett Packard, who is headquartered in the USA (home country) and who is operating/functioning in your designated country (host country), China.

## 5.0 Academic Requirements & Grading

### 5.1 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%

## 5.2 Extra Credit Opportunities

A few credit opportunities may be available throughout the semester:

For student evaluations of teaching (<https://ufl.bluer.com/ufl/>, also available via Gator Evals 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.

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

## 6.0 Policies

### 6.1 Deadlines and make-up policy

Deadlines are the lifeblood of the PR profession. 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, quizzes and discussions are due by 11:59 p.m. EST on the date of the deadline, unless otherwise instructed. Any missed deadlines will attract the following penalties:

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

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

**A student who misses a deadline can send an email to have the activity unlocked, but please beware of the penalty associated with the missed deadline.**

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.**

## 6.2 Academic honesty

Students are expected to act in accordance with the University of Florida policy on academic 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. 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.

### 6.5 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.

## 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 Final Paper Rubric

Item	Description	Present	Absent
Company/Organization background	Mission, vision, and values; brief background of the corporation/organization.	2	0
Brief overview of the campaign	Provide a brief description of the campaign: Pictures and video links can be added.	2	0
Host country Environment	i.) <b>Economic:</b> Brief overview of the political environment and government regulations – Freedom House Democracy Index or other classification.	1	0
	ii.) <b>Type of media system/Media freedom:</b> Freedom House Freedom of the Press Index or other classification.	1	0
	iii.) <b>Technological development:</b> Literacy rates, Media penetration (print/radio/tv) and Internet penetration.	1	0
	iv.) <b>Culture:</b> Culture (Hofstede's cultural dimensions)	1	0
	v.) <b>Audience:</b> Identify the campaigns primary and secondary publics	1	0
Campaign analysis	i.) <b>Goals and Objective</b> of the Campaign (attitudinal and behavioral)	2	0
	ii.) <b>Theme and Key messages:</b> What did the organization intend to say?	2	0
	iii.) <b>Media/Channels used:</b> What channels were used?	1	0
Evaluation	i.) <b>Evaluation:</b> Output/Impact Objectives: Did they achieve them?	2	0
	ii.) <b>Key takeaways</b> (lessons learned)	2	0
	iii.) <b>Specific recommendations</b>	2	0
	<b>Total</b>	<b>20</b>	