

## **FALL 2023 SYLLABUS: CONDUCTING PUBLIC RELATIONS ON THE GLOBAL STAGE PUR 4932 (3 Credits)**

**Professor:** Fred Hawrysh  
**Course Time:** Tuesdays 9:35 – 11:30 am (in-person)  
Thursdays 9:35 – 10:25 am (virtual on zoom)  
**Location:** Weimer 1090  
**Prerequisite:** PUR 3000 with a minimum grade of C  
**Email:** [hawryshf@ufl.edu](mailto:hawryshf@ufl.edu); phone or text: 203-246-1205  
**Office Hours:** By appointment following Tuesday's class or by zoom/phone

### **Readings**

**Required Text:** Alaimo, Kara (Second Edition) 2021  
"Pitch, Tweet or Engage on the Street - How to Practice Global Public Relations and Strategic Communication"

Additional Readings as assigned:

There will be several readings from Molleda, Juan-Carlos, Kochhar, Sarab 2019 "Global and Multicultural Public Relations". In addition, specific links to key newsletters and reports will be provided by the Professor.

### **Course Description:**

In an increasingly connected world, this course will expose students to the challenges of practicing public relations in diverse political, economic, and cultural environments and the best practices that lead to successful campaigns. Students will examine the role of public relations in promoting and protecting the reputation of companies, organizations, governments, and other entities in a globalized world.

The course will combine communications theory with significant practical application, using international case studies to provide insight and learning. Students will hear first-hand from current practitioners and subject matter experts who will regularly join live by zoom.

Recommended for those considering an international career in public relations or those interested in managing multi-market campaigns.

### **Course Objectives**

After taking this course, students will gain:

- An understanding of the importance of public relations in an international context.
- An overview of the Communications/Public Relations practices around the world, including the state of the industry by region.
- An appreciation of what is required to be an effective cross-border communicator

- A theoretical knowledge of:
  - The dimensions of culture and how it impacts effective communications in different markets
  - The international players/stakeholders, including the role of governments and various types of NGOs as communicators
  - Distinctive international communications campaigns, including:
    - Market entry
    - Foreign Direct Investment (FDI)
    - Multi-market reputation management and crisis
    - Multi-market financial communications / fund-raising
    - Multi-market M&A
- A practical knowledge of:
  - How to develop a successful multi-market campaign engaging a wide range of stakeholders and how to measure success
  - How to avoid pitfalls
  - What makes for a successful multi-market communicator – improve your cross-border communications IQ
- Inspiration and insight on how to pursue a career in international communications and/or manage multi-market and global campaigns

### **Online Course Administration — e-Learning in Canvas**

<https://elearning.ufl.edu> will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms), and grades. You can access the site by using your GatorLink username and password. Please check the site for announcements and/or threads of comments from classmates, and the professor.

### **Course Professionalism**

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, the students, and the professor, adhere to workplace norms for collegial and respectful interaction. Carefully consider how you participate in class discussions and in the assignments you submit and present. You can use humor and demonstrate creativity but think ahead to how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities, or situations that would put you or others in danger.

Students are expected to show up on time, not leave early unless prior permission is granted, and wait for the class to end before leaving. This applies to both in-person and Zoom classes. *Please note the significant impact of attendance and active participation in your final grade and be sure to show up and speak up.*

Students are expected to conduct themselves in an honest, ethical, and courteous manner — with classmates and the professor.

## Course Grades and Assessment

### Attendance and Active Participation: 25%

Attendance is mandatory. Active participation through commenting and asking questions is required to gain full points, your physical presence is not enough. Zoom lectures will be attended on camera as we want to respect the participation of our several guest lecturers. You are responsible for notifying the instructor prior to missing class. Requirements for assignments and other work in this course follow UF policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### Individual Assignments: 45%

Students will be assigned three individual assignments, each constituting 15% of the student's final assessment. The individual assignments will be:

- Research/follow an international media outlet through the length of the course and analyze it based on several pre-determined criteria. This assignment will be written for submission. Grading criteria and submission deadline will be provided. (15%)
- Analyze a specific international country/market, based on several pre-determined criteria. This will be presented in class at an agreed date during the semester. Grading criteria will be provided. (15%)
- A third individual assignment or quiz will be assigned. (15%)

### Group Assignment: 30%

Students will be assigned to small groups to research and plan a new market-entry communications campaign for a multi-national company. This assignment will be presented in class. Grading criteria and presentation timing will be provided.

Grading for the entire course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

*The grading scale for the course is as follows:*

A = 93-100%. A- = 90.0-92.99%. B+ = 87.0-89.99%. B = 83.0-86.99%. B- = 80.0-82.99%. C+ = 77.0-79.99%. C = 74-76.99%. C- = 70-73.99. D+ = 67-69.99%. D = 64-66.99%. D-60-63.99%. E = below 60%.

*Further information about grades and grading policy may be found at this [link to the university grades and grading policies](#).*

## Online Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## The Honor Pledge

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](#). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

## Policy on Recording Classes

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.

## Other Important Notes

- We will meet in person (Weimer 1090) for Tuesday classes, but Thursday classes will be conducted on Zoom to accommodate guest lecturers.
- I can be reached after Tuesday’s classes in Weimar, via email ([hawryshf@ufl.edu](mailto:hawryshf@ufl.edu)), by telephone or text (203-246-1205). While I always strive to respond in a timely way, please be aware that I may not always be able to respond immediately to your communication. As a rule, allow up to 24 hours for a response.
- Students are not permitted to bring guests to class unless pre-arranged with professor in advance.
- If you notice yourself having trouble in the course, it is crucial that you see me immediately or as soon as possible.

- Any evidence of plagiarism or cheating will result in an “E” for the course and possible disciplinary action.
- Do not submit the same work to more than one class without prior written permission from both professors. Do not adapt work from another class for this class without my prior written permission.
- Spelling counts, as do grammar, punctuation, and professional presentation techniques. If you need extra help with presentation skills, arrange an appointment with me.
- In addition to the required and recommended readings, you are expected to maintain comprehensive class notes because class lectures often contain information that is not contained in the readings. You will be quizzed on this information. If you miss a class, it is your responsibility to get briefed by another student on the content covered in the class.
- Misspelling company, country, organization, or agency names during exercises may result in a grade deduction. Check your work!

## **Tentative Course Schedule**

### **Week 1      Course Introduction and Overview (Zoom)      August 24**

- Professor and course overview
- Objectives and outcomes; personal context and areas of interest
- Assignments and grades

**Read:** Alaimo Chapter 1 “Global and Local Approaches to International Communications”

### **Week 2      The Global Playing Field      August 29, 31**

- The forces of globalization – setting the playing field
- The stakeholders, influencers and channels
- Global media landscape and engagement
- The role and forms of social media; how media is changing

**Read:** Alaimo Chapter 8 “The Global Media and Social Networks”

**Thursday Guest Lecturer by Zoom: Tori Cowley, Chief Communications Officer, Hong Kong Stock Exchange (from Hong Kong)**

### **Week 3      Global Campaigns      September 5, 7**

- The challenges of communicating cross-border
- Managing multi-market campaigns: local vs global strategies (8 Principles of Localization)
- Managing global teams

**Read:** Alaimo Chapter3 “Building, Managing and Evaluating Global Teams”  
 Moleda Chapter 7 “Coordination and Control, Standardization and Localization”.  
 Come prepared to discuss Cost Rica Case Study

**Thursday Guest Lecturer by Zoom: Ramiro Prudencio, Chief Communications Officer, McKinsey (from London)**

## **Week 4      Culture and Communications/Asia      September 12, 14**

- Understanding cultural differences and their impact on public relations
- Developing cross-cultural communications skills
- Hofstede’s culture principles
- Erin Meyer’s Culture Map
- Molinsky’s six dimensions for behavior
- Introduction to Asia

Read: Alaimo Chapter 2: “Culture is the Key”; [insights.com/countrycomparison](https://www.insights.com/countrycomparison)  
 Alaimo Chapter 9: “Public Relations in Asia and the Pacific”

**Thursday Guest Lecturer by Zoom: Ferdinand “Ferry” de Bakker, Adjunct Lecturer, Nanyang Technological University, former European and Asian Regional CEO for BCW (from Singapore)**

## **Week 5      Global Brands / UK      September 19, 21**

- Multinational corporations
- Entering new markets
- Introduction to the UK

Read: Alaimo Chapter 5 “Global Public Relations for Corporations”  
 Alaimo Chapter 10 “Public Relations in Europe”

**Thursday Guest Lecturer by Zoom – Jonathan Jordan, CEO Semelo, (from London)**

## **Week 6      Governments & Nation Branding      September 26, 28**

- Governments
- Soft Power and communications (propaganda)
- Country as a brand – benefits, characteristics

Reading: Alaimo Chapter 7 “Global Public Relations for Governments”

**Thursday Guest Lecturer by Zoom: Paula Filizola – Head of Communications Apex Brasil (from Brasilia, Brazil)**

**Week 7      Non-profits, Activists & NGOs****October 3, 5**

- Public education campaigns
- NGOs
- Events: Davos, Aspen, Milken, etc.
- UN Global Compact Principles

Reading: Alaimo Chapter 6 “Public Relations on Global Issues”

Molleda Chapter 6 “Non-governmental Organizations, Multilateral Organizations and Activist Networks”

**Thursday Guest Lecturer by Zoom: Sean O’Neill, former Chief Corporate Affairs and Sustainability Officer Coca-Cola, Heineken; Global Brand Director Diageo (from London)**

**Week 8      Presentations****October 10, 12****Week 9      International Research / India****October 17, 19**

- Conducting research internationally
- Introduction to India

Reading: Molleda Chapter 2, Research Measurement and Evaluation

**Thursday Guest Lecturer by Zoom: Ashwani Singla, Founding Partner Astrum, Chief Pollster for Prime Minister Narendra Modi (from New Delhi)**

**Week 10      Global Brands/ESG, Foundations, Advocacy      October 24, 26**

- CSR and ESG – how brands make a difference
- Corporate brands and cases
- Global events and sponsorships

Read: Alaimo Chapter 5 “Global Public Relations for Corporations”

Molleda Chapter 9 “CSR, Sustainability and Multisector Partnerships”

**Thursday Guest Lecturer by Zoom: Per Heggnes, Global CEO The Ikea Foundation (from Stockholm Sweden)**

**Week 11 Europe****October 31, Nov 2**

- Introduction to Europe

Read: Alaimo Chapter 10: “Public Relations in Europe”

**Thursday Guest Lecturer by Zoom – Andy Rowlands, Corporate Communications Director Europe – Accenture (from London)**

**Week 12 Financial Communications/Mid-East****November 7, 9**

- Financial communications and capital raising
  - IPOs, privatization
  - Sovereign wealth funds
- Introduction to the Middle-East

Read: Alaimo Chapter 11, “Public Relations in the Middle-East and North Africa”

**Thursday Guest Lecturer by Zoom: Brian Lott, Chief Communications Officer Mubadala, (from Dubai, UAE)**

**Week 13 International Crisis****November 14, 16**

- Types of crises in an international context
- Cross-border reputation management
- Vulnerability assessment

Read: Alaimo Chapter 4 “Global Crisis Communication”

**Thursday Guest Lecturer by Zoom – Curtis Chin, Chair Asia Fellows and Senior Advisor Global Markets Milken Institute, former US Ambassador to the Asian Development Bank (from Bangkok, Thailand)**

**Week 14 Latin America****November 21**

- Introduction to Latin America

Reading: Alaimo Chapter 12, “Public Relations in Latin America”

**Tuesday Guest lecturer by Zoom – Claudia Gioia, co-CEO and Founder Perceptual Advisors, (from Miami)**

**Note – there will be no class on Thursday November 23 due to Thanksgiving. Tuesday’s class will be in-person and will feature a guest lecturer by zoom.**



**Week 15 Global Workforce/ Presentations****November 28, 30**

- Managing internal communications across markets
- Building your own international career
- Agency vs in-house
- **Presentations**

Read: Molleda Chapter 3, Managing National Cultures pp. 51-53, 56-58  
Molleda Chapter 10, Employee Communication and Global Teams”

**Week 16 In-person Presentations****December 5**

- Group presentations and final take-aways

Note – There will be no class on December 7<sup>th</sup>