

SPRING 2024 SYLLABUS: INTERNATIIONAL PUBLIC RELATIONS PUR 4404C (3 Credits)

Professor: Fred Hawrysh
Course Time: Tuesdays 9:35 – 10:25 am (virtual on zoom)
Thursdays 9:35 – 11:30 am (in-person)
Location: Weimer 3020
Prerequisite: PUR 3000 with a minimum grade of C

Email: fred.hawrysh@ufl.edu; phone or text: 203-246-1205
Office Hours: By appointment following Thursday'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 frequent 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 – PUR4404 C

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
- A practical knowledge of:
 - International communications campaigns, including:
 - Entering new markets
 - Foreign Direct Investment (FDI)
 - Multi-market reputation management and crisis
 - Multi-market financial, corporate and internal communications
 - Conducting research outside the U.S.
 - How to develop a successful multi-market campaign engaging a wide range of stakeholders and how to measure success
 - How to manage international teams
 - How to avoid pitfalls
 - Working internationally in an agency vs. in-house
- Inspiration and insight on how to pursue a career in international communications and/or manage multi-market and global campaigns

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.

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. 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 and analyze a global media outlet through the duration of the course and analyze it according to pre-determined criteria. This will be presented in class at an agreed date during the semester. (15%)
- Research and analyze a specific international country/market based on pre-determined criteria. The assignment will be written for submission. (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 communications campaign for selected multi-national companies. This assignment will be presented in class. Grading criteria and presentation timing will be provided.

There will be no formal exams.

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 = 94-100%. A- = 90.0-93.99%. 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.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Accommodations for Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started](#)

[with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

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 or TA 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 3020) for Thursday classes, but Tuesday classes will be conducted on Zoom to accommodate guest lecturers.
- I will be available, by appointment, immediately following Thursday’s class or by phone or zoom. I can also be reached via email (fred.hawrysh@ufl.edu) 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.
- If you notice yourself having trouble in the course, please see me as soon as possible.
- Any evidence of plagiarism, cheating or reliance on AI applications will result in an “E” for the course and possible disciplinary action.
- Spelling, grammar, punctuation and presentation skills factor into your overall evaluation.
- 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.*

Tentative Course Schedule

Week 1 Course Introduction and Overview (Zoom) January 9

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

The Global Playing Field (In-class) January 11

- 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 1 “Global and Local Approaches to International Communications”
Alaimo Chapter 8 “The Global Media and Social Networks”

Week 2 Guest Lecturer (Zoom) January 16

Tori Cowley, Chief Communications Officer, Hong Kong Stock Exchange (from Hong Kong)

Global Brands (in-class) January 18

- 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” Pages 277-282

Week 3 Guest Lecturer (Zoom) January 23

Jonathan Jordan, CEO Semelo, (from London)

Global Campaigns (In-class) January 25

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

Read: Alaimo Chapter 3 “Building, Managing and Evaluating Global Teams”
Moleda Chapter 7 “Coordination and Control, Standardization and Localization”.
Come prepared to discuss Cost Rica Case Study

Week 4 Guest Lecturer (Zoom) January 30

Brian Lott, Chief Communications Officer Mubadala, (from Dubai, UAE)

Global Brands/ESG, Foundations, Advocacy February 2

- CSR and ESG – How Brands Make a Difference
- Corporate Brands and Cases

Read: Alaimo Chapter 5 “Global Public Relations for Corporations” (Assigned Week 2)
Moleda Chapter 9 “CSR, Sustainability and Multisector Partnerships”

Week 5 Guest Lecturer (Zoom) February 6

Per Heggernes, Global CEO – The Ikea Foundation (from Oslo, Norway)

Governments & Nation Branding (In-class) February 8

- Governments
- Soft Power and Communications
- Country as a Brand – benefits, characteristics

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

Week 6 Guest Lecturer (Zoom) February 13

Paula Filizola – Consultant, Head of Communications Apex Brasil (from Brasilia, Brazil)

Culture and Communications (In-class) February 15

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

Read: Alaimo Chapter 2 “Culture is the Key”; [insights.com/countrycomparison](https://www.insights.com/countrycomparison)

Week 7 Guest Lecturer (Zoom) February 20

Ramiro Prudencio, Chief Communications Officer, McKinsey (from London)

Non-profits, Activists & NGOs (In-class)

February 22

- Public education campaigns
- NGOs
- Events: Davos, Aspen, Milken; Global Sponsorships
- UN Global Compact Principles

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

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

Week 8 Guest Lecturer (Zoom)

February 27

Curtis Chin, Chair Asia Fellows and Senior Advisor Global Markets Milken Institute, Former US Ambassador to the Asian Development Bank (from Bangkok, Thailand)

Presentation 1 (In-class)

February 29

- Students present assignment 1

Week 9 Guest Lecturer (Zoom)

March 5

Claudia Gioia, co-CEO and Founder Perceptual Advisors (from Miami)

Latin America (In-class)

March 7

- Introduction to Latin America

Read: Alaimo Chapter 12, “Public Relations in North and Latin America”

Week 10 Spring Break (no class)

March 12, 14

Week 11 Guest Lecturer (Zoom)

March 19

Ferdinand “Ferry” de Bakker, Adjunct Lecturer, Nanyang Technological University, Former European and Asian Regional CEO for BCW (from Singapore)

Asia-Pacific (In-class)

March 21

- Public relations in Asia-Pacific

Read: Alaimo Chapter 9 “Public Relations in Asia and the Pacific”

Week 12 Guest Lecturer (Zoom) March 26

Andy Rowlands, Corporate Communications Director Europe – Accenture (from London)

Europe (In-class) March 28

Read: Alaimo Chapter 10 “Public Relations in Europe”

Week 13 Guest Lecturer (Zoom) April 2

Ashwani Singla, Founding Partner Astrum, India’s Leading Research Agency (from New Delhi)

International Research / Middle-East April 4

- Conducting research internationally
- Introduction to Middle-East & Africa

Read: Molleda Chapter 2 “Research Measurement and Evaluation”
Alaimo Chapter 11 “Public Relations in the Middle-East and North Africa”

Week 14 Guest Lecturer (Zoom) April 9

Charles Lankester, EVP, Global Reputation & Risk Management Practice, Ruder Finn (from Hong Kong)

International Crisis (In-class) April 11

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

Read: Alaimo Chapter 4 “Global Crisis Communication”

Week 15 Guest Lecturer (Zoom) April 16

Sean O’Neill, Chief Corporate Affairs and Sustainability Officer Coca-Cola, Heineken; Global Brand Director Diageo (from London)

Presentation 2 (In-class) April 18

- First Group Presentations

Week 16

**Zoom Lecture: The Global Workforce
/ Working Internationally**

April 23

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

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

Presentation 2 (In-class)

April 25

- Remaining Group Presentations

There will be no final exam for this course.

Campus 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

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or

via e-mail at helpdesk@ufl.edu.

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, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)