

**College of Journalism and Communications – Department of Public Relations
Spring, 2013 – PUR 4404C, Section 3159—International Public Relations**

Instructor: Sarab Kochhar, Doctoral Student

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Class meets: 1074 Weimer Hall, Tuesday, 8th period (3:00 – 3:50 p.m.)
Thursday, 7th & 8th periods (1:55 – 3:50 p.m.)

Office hours: Tuesday 9th & 10th periods (4:05 – 6:00 p.m.)
Other times by appointment

Course description: PUR 4404 is an upper-level undergraduate course designed to introduce students to the global perspective of public relations with an emphasis on corporate public relations. A primary goal of the course is to help students become knowledgeable of the ever-increasing development of public relations across the world and the opportunities it brings along, especially in government, transnational businesses, non-governmental organizations, and global agencies. Guest speakers will be invited to share their expertise and knowledge—either face-to-face or via Skype—during some class sessions throughout the semester.

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

1. 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.
2. To become knowledgeable about how public relations has developed and is practiced in other countries by reviewing pertinent literature and research findings.
3. 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.
4. To research, track, and present the public relations efforts of a transnational organization facing a crisis or challenging situation, and the efforts of a country to promote its tourism sector internationally.
5. To understand the country-specific approach of conducting a public relations campaign based on real case studies and guest speakers' presentations.
6. To further appreciate multiculturalism and diversity of societies as they relate to global public relations.

Prerequisites: PUR 3000 Principles of Public Relations

Method of instruction: This learner-centered course will primarily use class discussions, presentations, and hands-on instructions to engage in the learning process. We will rarely simply recount what is stated in the readings, but rather use them as a springboard for expanded discussion. We will emphasize *interactivity* and *collaboration* and classes will move in a seminar format much like the collaborations that operate in the professional world. 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 come to class with the assigned reading's concepts in your memory and in your written notes. Not all of the materials that you read will be discussed or explained in class, therefore, if you need further explanations or clarifications please take advantage of the posted office hours. If you have a problem, see the professor or teaching assistant sooner, not later.

Reading assignments: While there are only two required textbooks with designated readings, additional required readings may be assigned, as needed. A specific reading schedule related to the publications is provided to students in this syllabus.

Students may quickly fall behind and, therefore, are strongly advised to stay current with the reading assignments. Assigned readings should be completed prior to class; students should come to class with the assigned readings' concepts both in memory and in written notes, i.e., prepared to discuss them intelligently in class.

Students, particularly public relations majors, should consider regularly reading and taking advantage of special student discounts for the following publications: *Public Relations Tactics*, *Communication World* (available through IABC membership), *PR Week* (a weekly tabloid), *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *The Economist*, *London Times*, *Financial Times*, etc.

Required books:

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: As and when assigned and made available on Sakai

Online course administration—Sakai: <http://lss.at.ufl.edu/> will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms) and grades. For instance, an electronic file of this document will be posted on Sakai. 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, the professor, and the teaching assistant.

Course professionalism: The College of Journalism and Communications is a professional school and professional decorum is expected at all times.

Come to every class, on time; be seated and ready to begin when the class period starts. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.

Avoid side conversations. The classroom acoustics make these very distracting for your fellow students. I want you to be engaged, but if you have something to discuss, let us all share your observations.

Students are fully prepared for each class. This means coming to class having read the assigned pages in the text book per the course schedule. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them as well.

Treat your fellow students, Professor and Guest Speakers with respect by being polite and considerate. Disagreement and debate are encouraged. Intolerance or disrespect for the views of others is unacceptable. Equally disrespectful is texting or tweeting during class or when a guest speaker is presenting.

I encourage you to visit me during office hours so we can get to know each other. Perhaps you want to talk about career options, future goals & aspiration, or have a question about projects or grades. If you have concerns, suggestions, or feedback about any aspect of this class, please voice them to me. You can always talk with me during office hours or by scheduled appointment.

LAPTOPS are closed and put away. Due to abuse by those who came before you, I regret to have this policy in my classroom. When students are surfing the web, responding to email, instant messaging each other, and otherwise not devoting their full attention to the topic at hand they are doing themselves and their peers a major disservice. Those around them face additional distraction. Fellow students cannot benefit from the insights for the students who are not engaged.

Cell phones and other electronic devices must be turned off completely during class; manner mode or vibrate is not considered off. In the event of an emergency situation, notify the professor or teaching assistant at

the start of class. Laptops may be used only as a note-taking device. Surfing the Internet, checking or creating email, playing games, and other activities not related to class are strictly prohibited.

Course evaluation: The evaluation of coursework will be based on the student's performance in five major areas, each of which constitutes a proportion of the final grade. These include weekly online comments, two exams, two group projects, peer evaluation, and class attendance and active participation. The area and allocations for each are as follows:

	Percentage Allocation
Ten weekly online reactions	20% (2 % each, 5 posts each from readings and 5 posts each from international news)
Two exams	30% (15% each)
Two group projects	30% (15% each)
Peer Evaluations	10%
Class attendance & active participation	10%
Total	100%

Ten weekly online reactions will account for 20% of the course grade (250 words minimum—2% each). The five reading reactions will be from the assigned readings. Please remember that this should NOT be a summary of the assigned section. Rather it should be your critical reaction to the arguments or a selected idea in the book. The other five comments will be about recently reported international news, which involves a multinational corporation or an INGO or nonprofit organization facing a crisis or challenging situation in a **HOST** country (i.e., outside the organization's home base or headquarters) with implicit or explicit international public relations implications.

- a. Each student must search and identify an international news story from a credible source (e.g., international news agencies such as Reuters and Associated Press, global broadcast media such as CNN and BBC, major national newspapers or magazines with international coverage, etc.), briefly explain what the story is about, provide the Web link from which the news was gathered (links will be checked), and briefly explain the public relations implications of the reported crisis or challenging situation.
- b. The individual student comments will be evaluated for their quality rather than the length; however, the ideal length is at least 250 words.

The two exams of the term (15% each for a total of 30%) will be held during the regularly scheduled class periods. Exams are designed to test the student's knowledge of the main ideas covered in each of the readings, handouts, guest speakers, and class discussions as specified in the syllabus. The exams will be multiple-choice. Exam grades will be posted on Sakai.

There are no make-up exams: If you miss an exam you will receive a grade of zero for that test. Documented exceptions for extreme circumstances will be considered and should be discussed with the instructor.

Two group projects (15% each for a total of 30%): Teams of four students will be formed the second week of classes.

1. The first group project includes selection and analysis of a country/region in the world the group wants to explore and study. Each group has to provide their top three preferences to the instructor. The instructor will assign the final country to each group. The group report will analyze and report the political, social, economic, cultural and legal aspects of the specific country and how that shapes the practice of public relations. Detailed handouts will be provided for the assignment.
2. The second group project will advance the research completed in the first group project to identify an MNC operating in the chosen country. The groups will then study and evaluate public relations practices of the MNC to apply the concepts learnt throughout the semester.

Peer evaluations (10% of the course grade): The primary outcomes of this course are written reports of a research project developed by the different groups formed. Your participation in the group effort will be closely monitored, especially through peer evaluations (for each assignment, each group member will complete peer evaluations). Thus, the members of a group may receive a different grade at the end of the course. Be aware that investing a comparable time and effort in the development of the research project will impact your group performance and your individual grade. The quality of your participation in-group projects will determine your individual grade. If your peers evaluate you poorly, your individual grade will be lesser by 10 percent or more than the rest of the members of your group. This is to emphasize the importance of your active participation in the group effort.

Attendance policy and active participation (10% of the final grade): Attendance is mandatory. Absences count from the first class meeting. After due warning, I may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences; more than two absences during the semester will be considered “excessive absences.” You are responsible for signing the attendance sheet every class period as well as notifying me of the cause of your absence for a class meeting (for further information on attendance policy, please consult: <http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html>).

The grading scale for the course is as follows:

Grading Scale:	A	92-100%
	A-	90-91%
	B+	87-89%
	B	82-86%
	B-	80-82%
	C+	77-79%
	C	72-76%
	C-	70-71%
	D+	67-69%
	D	62-66%
	D-	60-62%
	E	below 60%

Letter grades for this course will be based on the total points earned over the term. For further information about grades and grading policy, please consult: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Important Note: This syllabus is subject to change as the instructor deems appropriate and necessary.

TENTATIVE COURSE SCHEDULE AND READINGS

Week 1 – INTRODUCTION -- COMMON GROUND & CHALLENGES

T., Jan 15 – Introduction to the course and Overview of Global Public Relations

Tr., Jan 17 – Freitag & Stokes, Chapter 1 / Curtin & Gaither, Chapter 1

Assignment Due: Post first reading reaction (Discuss Freitag-Stokes “Communication technology” pp. 26-28) by 5 pm on Friday, Jan 18

Week 2 – PROFESSIONALISM EVOLUTION –

T., Jan 22 – Freitag & Stokes, Chapter 2

Tr., Jan 24 – Freitag & Stokes, Chapter 6 / Assignment of teams for the group assignments

Assignment Due: Post first international news analysis by 5 pm on Friday, Jan 25

Week 3 – GLOBAL GATEWAYS & COMPARATIVE CULTURAL METRICS

T., Jan 29 – Curtin & Gaither, Chapter 2

Tr., Jan 31 – Freitag & Stokes, Chapters 4 & 5 and Discussion on public diplomacy and corporate foreign policy (Reading as assigned)

Assignment Due: Post second reading reaction (Discuss Curtin-Gaither “global-local nexus” pp. 120-122) by 5 pm on Friday, Feb 1

Week 4 – THE CIRCUIT OF CULTURE & ITS REGULATORY ENVIRONMENT –

T., Feb 5 – Curtin & Gaither, Chapter 3

Tr. Feb 7 – Curtin & Gaither, Chapter 4 and Discussion on Authenticity (Reading as assigned)

Assignment Due: Post second international news analysis by 5 pm on Friday, Feb 8

Week 5 – GLOBAL CAMPAIGN MATERIALS, PRACTICE, CONSUMPTION & CONTESTED IDENTITIES

T., Feb 12 – Curtin & Gaither, Chapter 5

Tr., Feb 14 – Curtin & Gaither, Chapters 6, 7 & 8

Assignment Due: Post third reading reaction (Discuss Curtin-Gaither “new model” pp. 204-205) by 5 pm on Friday, Feb 15

Week 6 – SYNERGY OF THE CIRCUIT

T., Feb 19 – Curtin & Gaither, Chapter 9

Tr., Feb 21 – **FIRST EXAM**

Assignment Due: Post third international news analysis by 5 pm on Friday, Feb 22

Week 7 – A PRACTICE MATRIX, SOUTH & SOUTHEAST ASIA

T., Feb 26 – Work on Team Project

Tr., Feb 28 – Curtin & Gaither, Chapter 10 and Freitag & Stokes, Chapter 7

FIRST TEAM ASSIGNMENT DUE IN CLASS ON FEB 28

Week 8—March 5 and March 7- Spring Break

Assignment Due: Post fourth reading reaction (Discuss Freitag-Stokes “sidebar” pp. 194-195) by 5 pm on Friday, March 8

Week 9 — CHINA, JAPAN & SOUTH KOREA

T. March 12– Freitag & Stokes, Chapter 8 and case study discussion

Tr., March 14– Guest lecture on China by doctoral student Weiting Tao and Discussion on Cross- National Conflict Shifting (Reading as assigned).

Assignment Due: Post fourth international news analysis by 5 pm on Friday, March 15

Week10 – THE MIDDLE EAST / SUB-SAHARAN AFRICA

T., March 19 – Freitag & Stokes, Chapter 9 and Chapter 10

Tr., March 21 – Guest lecture on the Middle East by doctoral candidate Mariam Alkazemi and Discussion on corporate social responsibility and multi-sector partnerships (Reading as assigned).

Assignment Due: Post fifth reading reaction (Discuss Curtin-Gaither “practitioners as traitorous identities” pp. 251-252) by 5 pm on Friday, March 22

Week 11 – LATIN AMERICA

T, March 26 – Freitag & Stokes, Chapter 11

Tr., March 28 – Guest Lecture on Latin America by Dr. Juan-Carlos Molleda and Discussion on Global Public Relation Agencies (Reading as assigned)

Week 12 – CENTRAL & EASTERN EUROPE / WESTERN EUROPE AND LEGACY COUNTRIES

T., April 2 – Freitag & Stokes, Chapter 12 and Freitag & Stokes, Chapter 13

Tr., April 4 – Work on Team Project

Assignment Due: Post fifth international news analysis by 5 pm on Friday, April 5

Week 13 – ETHICAL CONSIDERATIONS / THEORY & METHODS

T., April 9 – Curtin & Gaither, Chapter 11

Tr., April 11 – Freitag & Stokes, Chapter 3 and Discussion on Standardization and Localization (Reading as assigned)

Week 14 – THE FUTURE

T., April 16 – Curtin & Gaither, Chapter 12 / Freitag & Stokes, Chapter 14

Tr., April 18 – **SECOND EXAM**

Week 15

T. April 23- **FINAL PROJECTS DUE IN CLASS**

Assignments

I. Ten weekly online reactions (2% each for a total of 20%): Five discussion boards will be activated for each student to post well-conceived reaction comments on sections of the readings (250 words minimum). The other five reactions will be about recently reported (2011) international news, which involves a multinational corporation or an INGO or nonprofit organization facing a crisis or challenging situation in a host country (i.e., outside its home base or headquarters) with implicit or explicit international public relations implications [each student must search and identify a news story from a **credible** source, briefly explain what it is about, provide the Web link from which the news was gathered (active links will be checked), and briefly explain the international public relations implications of the reported crisis or challenging situation according to what you are learning in class. The individual student comments will be evaluated for their quality rather than their length.

II. Two group projects (15% each for a total of 30%): Teams of two students will be formed the second week of classes. The first **20-minute** presentation scheduled (midterm) will consist of an analysis of a country-specific official tourism website using the authenticity index formulated by the instructor of the course (see assigned readings and specific guidelines). The second **20-minute** presentation at the end of term will be an extended analysis of one of the international news stories posted by one of the team members during the semester. The news story concerning a crisis or major issue faced by a multinational corporation or an INGO or nonprofit organization should be further researched and documented (specific guidelines on pages 7 & 8).

Policies and assignments: The University of Florida Honor Code applies to all work related to this class (complete code on page 7). All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. Students are expected to attend every class, arrive on time, and participate in class discussions. Assigned readings should be completed prior to class, and students should be prepared to discuss the assigned material. Any material discussed in class and/or covered in the assigned readings may be included on examinations. Students will not be allowed to make up exams. Exceptions to this policy will be limited to documented exceptional (as defined by the professor) circumstances and at the discretion of the professor. Students arriving more than 10 minutes late to an exam will not be allowed to take the exam.

Students with challenges: I am committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address academic needs, I must be informed of the student's circumstance at the beginning of the semester *before* performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Other important notes:

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

- The professor may also be reached via e-mail, but please be aware that the professor 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.
- Students are not to consume food or beverages in the classroom.
- Students are not permitted to bring guests to class unless special arrangements have been made with the professor prior to class.
- 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 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 instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.
- Spelling counts. So does grammar, punctuation and professional presentation techniques.
- An assignment turned in passed the deadline will be penalized one letter grade for each weekday it is late. This is a business where deadlines count. You can't make excuses to your boss or a client if your work is late.
- 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 tested on this information on examinations.

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261.

You can review UF's academic honesty guidelines in detail at:
<http://www.dso.ufl.edu/studentguide/studentrights.php#academichonestyguidelines>

INTERNATIONAL-PUBLIC-RELATIONS-RELATED ONLINE SOURCES

Country-specific information

Central Intelligence Agency—World Factbook: <https://www.cia.gov/library/publications/the-world-factbook/index.html>

Global activist organizations

Amnesty International: www.amnesty.org/

CorpWatch: www.corpwatch.org

Greenpeace: www.greenpeace.org/
International Labour Organization (ILO): www.ilo.org/

International media

BBC News Online: <http://news.bbc.co.uk/>
CCN International: www.cnn.com/CNN/
Independent Television News: www.itn.co.uk/
The Economist: www.economist.com/

International public relations trade groups

European Association of Public Relations and Communications Students (PRIME): <http://prime-students.eu/>
Canadian Public Relations Society (CPRS): www.cprs.ca/
Chartered Institute of Public Relations (United Kingdom): <http://www.ipr.org.uk/>
European Public Relations Confederation—Confederation Europeenne des Relations Publiques (CERP): <http://www.cerp.org/> (Under construction)
Global Alliance for Public Relations and Communication Management: <http://www.globalalliancepr.org/>
Inter-American Confederation of Public Relations: <http://www.confiarp.org.ve>
International Association of Business Communicators (IABC): www.iabc.com/homepage.htm
International Communications Consultancy Organisation (ICCO): <http://www.iccopr.com/>
International Labour Organization (ILO): www.ilo.org/public/english/index.htm
International Public Relations Association (IPRA): <http://www.ipra.org/>
Latin American Association of University Careers of Public Relations—Asociación Latinoamericana de Carreras Universitarias de Relaciones Públicas (ALACAURP); www.alacaurp.org/
Public Relations Institute of Southern Africa: www.prisa.co.za/
Public Relations Society of America (PRSA): www.prsa.org
Public Relations Consultants Association (PRCA): <http://www.prca.org.uk/>
Public Relations Institute of Australia (PRIA): www.pria.com.au
Uruguayan Association of Public Relations—Asociación Uruguaya de Relaciones Públicas (AURP): <http://cursosaurp.com/>

International public relations services

International News Service (INS): www.ins.se/
IPREX Worldwide Public Relations Services: www.iprex.com/

Public relations links

<http://lamar.colostate.edu/~hallahan/j13pr.htm>

World indexes: corruption, economic, social and political indicators

Freedom House—Freedom in the World: <http://www.freedomhouse.org/template.cfm?page=15>
Economic Freedom: www.heritage.org/index/
Transparency International: www.transparency-usa.org/
United Nations Human Development Report: www.undp.org/hdro/
World Economic Forum: www.weforum.org/
Institute for International Management Development in Lausanne: www.imd.ch/
World Bank's annual *World Development Report*: www.worldbank.org/wdr/

International organizations of journalists and media professionals

American Society of Newspapers Editors: <http://www.asne.org/>
Committee to Protect Journalists: <http://www.cpj.org/>
International Organization of Journalists: <http://www.ifj.org/>
Inter-American Press Association: <http://www.sipiapa.org/default.cfm>
International Press Institute: <http://www.freemedia.at/>
International Women's Media Foundation: <http://www.iwmf.org/>
The Reporters Committee for Freedom of the Press: <http://www.rcfp.org/>
Reporters without Borders: <http://www.rsf.org/>
Society of Professional Journalists: <http://www.spj.org/>
World Association of Newspapers: www.wan-press.org