

**College of Journalism and Communications – Department of Public Relations  
Fall 2015 – PUR 4404C Section 067B, International Public Relations (Online)**

<b><u>Instructor:</u></b>	Tianduo Zhang Canvas Email or <a href="mailto:zhangtianduo@ufl.edu">zhangtianduo@ufl.edu</a>
<b>Office:</b>	TBD
<b>Office hours:</b>	Monday 7 <sup>th</sup> , 8 <sup>th</sup> , & 9 <sup>th</sup> periods (1:55 – 4:55 p.m.) Other times by appointment
<b>Class hours:</b>	No mandatory meeting time, assignment due dates are as specified in the syllabus schedule.

**This syllabus is subject to change as the instructor deems appropriate and necessary.**

**Course description:** 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.

The course will be administrated on Canvas. There are no mandatory class meetings during the semester. Students can meet the instructor, as needed, during office hours.

**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 multinational corporation to communicate authenticity claims and promises of its corporate identity.
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 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, slides and extra readings. **Discussions, quizzes, exams and the final group project** will help keep you engaged in the course and learn from your classmates. We will rarely simply recount what is stated in the reading materials, but rather use them as a springboard for expanded discussion and solve problem. 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 actively participate the online discussion. Not all of the materials that you read will be discussed or explained in the video lecture, therefore, **if you need**

**further explanations or clarifications please take advantage of the posted office hours.** If you have a problem, see the instructor sooner, not later.

**Technology requirements:**

**Online course administration Canvas:** <http://lss.at.ufl.edu/> will be used to administer the course communication, group project, 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 Canvas. You can access the site by using your GatorLink username and password. Since online assignments are the primary 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 make sure you have set the notification preference to “notify me right away” on all course items so that you receive the latest updates.** You are also encouraged to sync the Canvas calendar with your Google Calendar. **Please check the site on a daily basis for announcements and/or threads of comments from either classmates or the instructor.**

**Emails:** The instructor prefers to be contacted through Canvas email. **If you prefer to use [zhangtianduo@ufl.edu](mailto:zhangtianduo@ufl.edu) email, please begin your email subject with “PUR4404C”.** Normally, I respond to emails within 24 hours during workdays.

**A video recoding device is required for the final team project.** Instead of having online live meetings, this class requires you to upload a video clip for your case presentation. Please make sure each team has at least one computer equipped with a webcam. Video editing software is not required.

**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 on Canvas modules. **Students may quickly fall behind and, therefore, are strongly advised to stay current with the reading assignments.**

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.

**Suggested references:**

Culbertson, H.M., & Chen, N. (Ed.). (1996). *International public relations; a comparative analysis*. Mahwah, NJ: Lawrence Erlbaum Associates.

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.

Moss, D., & DeSanto, B. (Eds.). (2002). *Public relations cases: International perspectives*. New York: Routledge/Taylor & Francis Group.

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. (2004). *Public relations in Asia: An anthology*. Singapore: Thomson Learning Asia.

Sriramesh, K., & Verčič, D. (Eds.). (2009). *The global public relations handbook: Theory, research, and practice* (2<sup>nd</sup> 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.

van Ruler, B., & Verčič, D. (2004). *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice*. Berlin, Germany: Mouton de Gruyter.

**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 instructor adhere to workplace norms for collegial and respectful interaction.**

**Course evaluation:** The evaluation of coursework will be based on the student's performance in four major areas, each of which constitutes a proportion of the final grade. These areas include weekly online posting/ comments, one exam, four quizzes, and a final team project. The evaluation weights across each area is as follows:

**Percentage Allocation**

Twenty Weekly online reactions (2 each week)	40% (5 response to the readings, 2% each; 5 postings of international news, 2% each; 10 responses to others' postings, 2% each, all of 200 words minimum)
Mid-term exam (*)	15%
Team Presentation	25% (response to others' team presentations accounts for 5%)
Four Quizzes	20% (5% each)
<b>Total</b>	<b>100%</b>

*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>*

(\*)Exams and quizzes are designed to test the student's knowledge of the main ideas covered in each of the readings, handouts and video lectures. The exams and quizzes will be multiple-choice and **non-cumulative**. Exam grades will be posted on Canvas.

**There are no make-up exams or quizzes:** 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. You will have a one-week window to take the exam or quizzes, but once you start, you will have 20 minutes to finish the quiz and 1 hour to finish the exam. Each student can only take the exam/quiz once.

**Assignments**

**I. Twenty weekly online reactions 40% (5 response to the readings, 2% each; 5 postings of international news, 2% each; 10 responses to others' postings, 2% each, all of 200 words minimum):** This assignment is administrated as an online forum. Five discussion boards will be activated for each student to post well-conceived comments on sections of the readings (200 words minimum). Another five reactions will be about recently reported international news involving 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 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 learned in class. **You are supposed to participate in the discussion and comment on others' posts at least once each week, which accounts for half of the weekly posting grade.** The individual student comments will be evaluated for their quality rather than their length. Thoughts that are constructive and can provoke further discussion are strongly recommended. You may also ask questions during the posting. While students mainly lead the discussion, the instructor may also participate and/or provide brief comments.

**II. Final Team presentation (25% among which 5% is your response to other's team presentation):** Final team presentation will be administrated as a YouTube channel. Teams of four or five students will be formed the second week of classes to conduct a case analysis of international public relations practice, and post your presentation video and slide to Canvas. Other students will provide feedbacks and ask questions to the team online and team will have one week to respond to the questions. The team presentation will be a case study on international public relations practices. The purpose of the project is to document global public relations practices by **any type of corporation/organization** (i.e., private, governmental, non-governmental, not-for-profit, activist). This assignment affords an opportunity to examine real-world 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.

Since we learn from both success and failure, **the case you choose can be a case of good or bad practices.** In the case analysis, you are going to examine the organizational, cultural and tactical factors leading to the success or failure of the communication effort. Each team should suggest at least 3 cases to the instructor and the instructor will approve one proposed case that fits the requirement of this course. The purpose of doing this is to provide you the opportunity to search for and compare different cases. If all your cases are rejected, your team will have to resubmit proposed cases within 3 days. Please contact the instructor as early as possible and take the advantage of office hours through this final presentation.

**Each student should provide comments or ask questions to at least 5 presentations, each account for 1% of your final grade.** Q &A performance is also a graded component in this assignment. After the presentation video posting date, students will have 3 days to provide you comments or questions, and the team will have until the end of the week to respond. Instructor will also participate in the Q & A session and might provide extra resources and clarification of the presentation content.

*No written report is required. Please fill a self-evaluation form out and email it to the instructor soon after each presentation. Team project will be administrated in Canvas Group.*

**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 and the telephone, 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 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.
- 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 not be accepted. 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.

#### **Useful University of Florida Services.**

- Disability Resource Center: <http://www.dso.ufl.edu/drc/>
- Reading and Writing Center: <http://www.at.ufl.edu/rwcenter/>
- Counseling Center: <http://www.counsel.ufl.edu/>
- Dean of Students Office: <http://dso.ufl.edu/>

#### **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>

**Go Gators!!**

# Tentative course schedule and readings

## **Week 1 : Module 1– INTRODUCTION -- COMMON GROUND & CHALLENGES**

Read: Freitag & Stokes, Chapter 1 / Curtin & Gaither, Chapter 1; Syllabus, team presentation schedule and other course documents.

Due: **Tuesday, Aug 25, 9:00 p.m.** Post your self-introduction on discussion board; submit syllabus acknowledgement form as an assignment.

**Friday, Aug 28, 9:00 p.m.** Self sign-up of team presentation close.

## **Week 2: Module 2 – PROFESSIONALISM EVOLUTION & ETHICAL CONSIDERATIONS / THEORY & METHODS**

Read: Freitag & Stokes, Chapters 2, 3 & 6; Curtin & Gaither, Chapter 11

Due: Post first reading reaction by 5:00 pm on **Wednesday, Sept. 2**

Post first response to your classmates' posting by **5:00 pm on Friday, Sept. 4.**

## **ASSIGNMENT OF TEAMS & MULTINATIONAL CORPORATION WILL BE AVAILABLE ON SEPTEMBER 5<sup>TH</sup>.**

## **Week 3: Module 3 – GLOBAL GATEWAYS & COMPARATIVE CULTURAL METRICS** Read:

Curtin & Gaither, Chapter 2; Freitag & Stokes, Chapters 4 & 5

Due: Post first international news analysis by **5:00 pm on Wednesday, Sept. 9**

Post first response to your classmates' posting by **5:00 pm on Friday, Sept. 11.**

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

**Post second reading reaction by 5 pm on Sunday, Sept. 16**

Read: Curtin & Gaither, Chapter 3, 4

Due: Post second reading reaction by 5:00 pm on **Wednesday, Sept. 16**

Post second response to your classmates' posting by **5:00 pm on Friday, Sept. 18.**

**For Team 1 & 2:** Submit your case request by **5:00 pm on Thursday, September 17.**

Quiz 1: Complete by **5:00 pm on Saturday, Sept. 19.**

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

Read: Curtin & Gaither, Chapter 5, 6, 7, & 8

Due: Post second international news analysis by 5:00 pm on **Wednesday, Sept. 23**

Post second response to your classmates' posting by **5:00 pm on Friday, Sept. 25.**

**For Team 3 & 4:** Submit your case request by **5:00 pm on Thursday, September 24.**

## **Week 6 – SYNERGY OF THE CIRCUIT**

Read: Curtin & Gaither, Chapter 9

**EXAM: COMPLETE BY 5:00 PM ON FRIDAY, OCTOBER 2.**

## **Week 7 – A PRACTICE MATRIX, SOUTH ASIA**

Read: Curtin & Gaither, Chapter 10; Freitag & Stokes, Chapter 7

Due: Post third reading reaction by 5:00 pm on **Wednesday, October 7.**

Post third response to your classmates' posting by **5:00 pm on Friday, October 9.**

**For Team 1:** Submit your presentation video by **5:00 pm on Monday, October 5.**

Respond to questions by **9:00 pm Sunday, October 11.**

**For Team 5 & 6:** Submit your presentation request by **5:00 pm on Thursday, Oct 8.**

**For everyone:** Provide your feedbacks to Team 1 by 5:00 pm on **Thursday, October 8.**

## **Week 8 — EAST ASIA: CHINA, JAPAN & SOUTH KOREA**

Read: Freitag & Stokes, Chapter 8

Due: Post third international news analysis by 5:00 pm on **Wednesday, October 14.**

Post third response to your classmates' posting by **5:00 pm on Friday, October 16.**

**For Team 2:** Submit your presentation video by **5:00 pm on Monday, October 1.**

Respond to questions by **9:00 pm Sunday, October 18.**

**For Team 7 & 8:** Submit your presentation request by **5:00 pm on Thursday, Oct 15.**

**For everyone:** Provide your feedbacks to Team 2 by 5:00 pm on **Thursday, October 15.**

### **Week 9 – THE MIDDLE EAST / SUB-SAHARAN AFRICA**

Read: Freitag & Stokes, Chapter 9; Chapter 10

Due: **For Team 3:** Submit your presentation video by **5:00 pm on Monday, October 19.**

Respond to questions by **9:00 pm Sunday, October 25.**

**For everyone:** Provide your feedbacks to Team 3 by **5:00 pm on Thursday, October 22.**

Quiz 2: Complete by **5:00 pm, Saturday, October 24.**

### **Week 10 – LATIN AMERICA**

Read: Freitag & Stokes, Chapter 11

Due: Post the fourth reading reaction by 5:00 pm on **Wednesday, October 28.**

Respond to your classmates' posting by **5:00 pm on Friday, October 30.**

**For Team 4:** Submit your presentation video by **5:00 pm on Monday, October 25.**

Respond to questions by **9:00 pm Sunday, November 1.**

**For everyone:** Provide your feedbacks to Team 4 by **5:00 pm on Thursday, October 29**

### **Week 11 – CENTRAL & EASTERN EUROPE**

Read: Freitag & Stokes, Chapter 12, 13

Due: Post the fourth international news analysis by **5:00 pm on Wednesday, November 4.**

Respond to your classmates' posting by **5:00 pm on Friday, November 6.**

**For Team 5:** Submit your presentation video by **5:00 pm on Monday, November 2.**

Respond to questions by **9:00 pm Sunday, November 8.**

**For everyone:** Provide your feedbacks to Team 5 by **5:00 pm on Thursday, November 4**

### **Week 12 – WESTERN EUROPE AND LEGACY COUNTRIES**

Read: Freitag & Stokes, Chapter 14

Due: Post the fifth reading reaction by **5:00 pm on Wednesday, November 11.**

Respond to your classmates' posting by **5:00 pm on Friday, November 13**

**For Team 6:** Submit your presentation video by **5:00 pm on Monday, November 9.**

Respond to questions by **9:00 pm Sunday, November 15.**

**For everyone:** Provide your feedbacks to Team 6 by **5:00 pm on Thursday, November 12**

### **Week 13 – South Africa**

Read: Curtin & Gaither, Chapter 11

Due: Post the fifth international news analysis by **5:00 pm on Wednesday, November 18.**

Respond to your classmates' posting by **5:00 pm on Friday, November 20.**

**For Team 7:** Submit your presentation video by **5:00 pm on Monday, November 16.**

Respond to questions by **9:00 pm Sunday, November 22.**

**For everyone:** Provide your feedbacks to Team 7 by **5:00 pm on Thursday, November 19.**

**Week 14 Quiz 3 Completed by Monday November 23.**

*Happy Thanksgiving. No other assignments.*

### **Week 15- Australia and New Zealand**

Read: Additional reading: Australia and New Zealand media white book.

Due: **For Team 8:** Submit your presentation video by **5:00 pm on Monday, November 30.**

Respond to questions by **9:00 pm Sunday, December 6.**

**For everyone:** Provide your feedbacks to Team 8 by **5:00 pm on Thursday, December 3.**

**Week 16- Quiz 4 Completed by Wednesday December 9.**