

**College of Journalism and Communications – Department of Public Relations
Fall 2012 – PUR 4404, Section 2793 — International Public Relations (☼)**

<u>Instructor:</u>	Dr. Juan-Carlos Molleda (mo-ye-dah) Professor, Department of Public Relations Director, MAMC Global Strategic Communication
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Class meets:	Tuesday, 11 th period (6:15 – 7:05 p.m.) Thursday, 11 th & E1 periods (6:15 – 8:10 p.m.) 15-minute break in between
Class location:	1084 Weimer Hall
Office hours:	Wednesday 7 th , 8 th , & 9 th periods (1:55 – 4:55 p.m.) Other times by appointment

A Sakai blog is activated to post and answer questions/comments related to the class. This allows an open discussion on class matters. The instructor will log in to read and answer blog's comments every morning, but Saturdays and Sundays. The instructor's e-mail address should be used only to communicate student's personal issues. The mail function of Sakai is also available for this purpose.

(☼) This syllabus is subject to change as the professor deems appropriate and necessary.

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, which is a main research focus of the instructor. 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. 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. Teams of students will give two in-class presentations on the levels of authenticity of (1) corporate online content or global campaigns of multinational corporations and (2) cases of transnational crises or cross-national conflict shifts, which will allow students to put the class content in perspective and to reaffirm acquired competencies.

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 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 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:

Molleda, J.C. (2010). Authenticity and the construct's dimensions in public relations and communication research. *Journal of Communication Management*, 14(3), 223-236.

Molleda, J.C. (2010). Cross-national conflict shifting: A transnational crisis perspective in global public relations. In R. Heath (Ed.), *Handbook of public relations (2nd ed.)* (pp. 679-690). Thousand Oaks, CA: Sage Publications.

Suggested references:

Culbertson, H.M., & Chen, N. (Eds.). (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* (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.

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.

Online course administration — e-Learning in 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, 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. Students are expected to arrive on time, not leave early unless prior permission is granted, and wait for the class to end before packing to leave.**

Further, students are expected to conduct themselves in an honest, ethical, and courteous manner—with classmates and with the professor. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Chatting while the instructor or another student is talking is unacceptable behavior; such actions can result in being asked to leave the classroom and will result in a lowering of your class participation grade.

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 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 four major areas, each of which constitutes a proportion of the final grade. These include weekly online comments, two exams, two in-class presentations, and class attendance and active participation. The area and allocations for each are as follows:

	Percentage Allocation
Ten weekly online reactions	25% (5 posts 2% each from readings, 5 posts 3% each from international news, all of 250 words minimum)
Two exams (*)	30% (15% each)
Two team presentations	30% (15% each)
Class attendance & active participation	15%
Total	100%

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>

(* The two exams of the term 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 and **non-cumulative**. Exam grades will be posted on Sakai. Students will have the opportunity to suggest exam questions during class sessions and 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.

Assignments

I. Ten weekly online reactions (5 of 2% and 5 of 3% each for a total of 25%): 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 team presentations (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 multinational corporation corporate page using the authenticity index formulated and tested by the instructor of the course (see assigned reading 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 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.
- Students are not to consume food or beverages in the classroom or to use laptop computers for other than to take class notes or follow PowerPoint presentations. Mobile telephones are not allowed to use during class.
- 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.
- You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. While I understand the problems created by a large campus, it is your responsibility to arrive in class in a timely manner. Therefore my good nature extends only 10 minutes. Anyone arriving more than 10 minutes late for class will be noted as absent, and his or her class participation grade will suffer as a result.
- **Attendance policy:** 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 three 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>).
- 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.

TENTATIVE COURSE SCHEDULE AND READINGS

Week 1 – INTRODUCTION -- COMMON GROUND & CHALLENGES

Tr., Aug. 23 – Introduction – Overview of Global Public Relations (PowerPoint)

Week 2 – PROFESSIONALISM EVOLUTION – Post first reading reaction by 5 pm on Friday, Jan. 20

T., Aug. 28 – Freitag & Stokes, Chapter 1 / Curtin & Gaither, Chapter 1

Tr., Aug. 30 – Freitag & Stokes, Chapters 2 & 6

ASSIGNMENT OF TEAMS & MULTINATIONAL CORPORATION, 1ST PRESENTATION

Week 3 – GLOBAL GATEWAYS & COMPARATIVE CULTURAL METRICS – Post first international news analysis by 5 pm on Sunday, Sept. 9

T., Sept. 4 – Curtin & Gaither, Chapter 2

Tr., Sept. 6 – Freitag & Stokes, Chapters 4 & 5

Week 4 – THE CIRCUIT OF CULTURE & ITS REGULATORY ENVIRONMENT – Post second reading reaction by 5 pm on Sunday, Sept. 16

T., Sept. 11 – Curtin & Gaither, Chapter 3

Tr., Sept. 13 – Curtin & Gaither, Chapter 4 and **Conceptualization for the first presentation: Perceived Authenticity**

Read: Molleda, J.C. (2010). Authenticity and the construct's dimensions in public relations and communication research. *Journal of Communication Management*, 14(3), 223-236.

Week 5 – GLOBAL CAMPAIGN MATERIALS, PRACTICE, CONSUMPTION & CONTESTED IDENTITIES – Post second international news analysis by 5 pm on Sunday, Sept. 23

T., Sept. 18 – Curtin & Gaither, Chapter 5

Tr., Sept. 20 – Curtin & Gaither, Chapters 6, 7, & 8

Week 6 – SYNERGY OF THE CIRCUIT – Post third reading reaction by 5 pm on Sunday, Sept. 30

T., Sept. 25 – **FIRST EXAM:** readings, lectures, & guest speakers

Tr., Sept. 27 – Curtin & Gaither, Chapter 9 / First presentations of teams 1 & 2

Week 7 – A PRACTICE MATRIX, SOUTH & SOUTHEAST ASIA – Post third international news analysis by 5 pm on Sunday, Oct. 7

T., Oct. 2 – Curtin & Gaither, Chapter 10

Tr., Oct. 4 – Freitag & Stokes, Chapter 7 (Guest lecture on India: doctoral student and former Burson-Marsteller account executive, Sarabdeep Kochhar) / First presentations of teams 3 & 4

Week 8 – CHINA, JAPAN & SOUTH KOREA – Post fourth reading reaction by 5 pm on Sunday, Oct. 14

T., Oct. 9 – Freitag & Stokes, Chapter 8 (Guest lecture on South Korea: doctoral candidate Kang Hoon Sung)

Tr., Oct. 11 – Guest lecture on China, doctoral student Weiting Tao / First presentations of teams 5 & 6

Week 9 – THE MIDDLE EAST / SUB-SAHARAN AFRICA – Post fourth international news analysis by 5 pm on Sunday, Oct. 21

T., Oct. 16 – Freitag & Stokes, Chapter 9 (Guest lecture on the Middle East – Skype TBA)

Tr., Oct. 18 – Freitag & Stokes, Chapter 10 / First presentations of teams 7 & 8

Week 10 – LATIN AMERICA – Post fifth reading reaction by 5 pm on Sunday, Oct. 28

T., Oct. 23 – Freitag & Stokes, Chapter 11

Tr., Oct. 25 – Public Relations and Communication Management in Brazil (Mateus Furlanetto, Public Relations Manager of the Associação Brasileira de Comunicação Empresarial [ABERJE] – Brazil – Skype) / First presentations of teams 9 & 10

Week 11 – CENTRAL & EASTERN EUROPE / WESTERN EUROPE AND LEGACY COUNTRIES – Post fifth international news analysis by 5 pm on Sunday, Nov. 4

T., Oct. 30 – Freitag & Stokes, Chapter 12 / First presentations of team 11

Tr., Nov. 1 – Freitag & Stokes, Chapter 13 / Guest lecture from Europe via Skype – TBA

Week 12 – ETHICAL CONSIDERATIONS / THEORY & METHODS

T., Nov. 6 – Curtin & Gaither, Chapter 11

Tr., Nov. 8 – Freitag & Stokes, Chapter 3 / Conceptualization for the second team presentation: Transnational crises or Cross-national conflict shifting

Read: Molleda, J.C. (2010). Cross-national conflict shifting: A transnational crisis perspective in global public relations. In R. Heath (Ed.), *Handbook of public relations* (2nd ed.) (pp. 679-690). Thousand Oaks, CA: Sage Publications.

Week 13 – THE FUTURE

T., Nov. 13 – Curtin & Gaither, Chapter 12 / Freitag & Stokes, Chapter 14

Tr., Nov. 15 – **Second presentation of teams 1, 2, 3, & 4**

Week 14

T., Nov. 20 – **SECOND EXAM: Readings, class notes, guest lecturers**

Tr., Nov. 22 – Happy Thanksgiving!

Week 15

T., Nov. 27 – **Second presentation of teams 5 & 6**

Tr., Nov. 29 – **Second presentation of teams 7, 8, 9, & 10**

Week 16

T., Dec. 4 – **Second presentation of team 11 – Last day of classes!**

SPECIFIC GUIDELINES FOR ASSIGNMENTS

Ten weekly online reactions (5 of 2% and 5 of 3% each for a total of 25%):

1. Five discussion boards will be activated for each student to post well-conceived reaction comments on sections of the readings (250 words minimum—2% each).
 - a. This should **NOT** be a summary of the assigned section. It should be your critical reaction to the arguments or a selected idea within the section.
2. The other five comments will be about recently reported international news (3% each), 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.

Two team presentations (15% each for a total of 30%): Teams of two students will be formed the second week of classes. Both students are expected to present.

1. The first **20-MINUTE** presentation scheduled will consist of an analysis of an assigned multinational corporation's corporate website using the authenticity index formulated and tested by the instructor of the course (the additional reading is posted on Sakai—a class period will be devoted to explaining the topic).
 - a. Essentially, the team will randomly select in class (**by August 30**) a multinational corporation's official corporate website from choices offered by the instructor.
 - b. **Read:** Molleda, J.C. (2010). Authenticity and the construct's dimensions in public relations and communication research. *Journal of Communication Management*, 14(3), 223-236.
 - c. Then, analyze the website's content (including audio and visual materials) using the items of the suggested authenticity index (pp. 232-233). Feel free to illustrate your analysis with screen shots, videos, photos, etc. Please use only audio-visual materials found in the assigned official website.

2. The second **20-MINUTE** presentation at the end of term will be an analysis of one of the international news stories posted by one of the team members during the semester.
 - a. The news story concerning a crisis or major issue faced by a transnational organization should be further researched and documented, using trade, media, or corporate sources. Please include the list of references as the end slide.
 - b. The selected international news story and transnational organization involved must be approved by the professor. The deadline to have the topic approved is **November 8**.
 - c. Briefly introduce key facts of the transnational organization involved in a crisis or challenging situation in a host country. Then, briefly explain the situation. Finally, analyze concrete and potential international public relations implications. Be sure to use concepts and ideas discussed and presented in class.
 - i. **Base your analysis in this required reading:** Molleda, J.C. (2010). Cross-national conflict shifting: A transnational crisis perspective in global public relations. In R. Heath (Ed.), *Handbook of public relations* (2nd ed.) (pp. 679-690). Thousand Oaks, CA: Sage Publications.

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>