UNIVERSITY OF FLORIDA  
College of Journalism and Communications – Department of Public Relations  
PUR 6608: International Public Relations  

Professor: Dr. Sarab Kochhar  
Contact: skkochhar@ufl.edu  

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

Course description: International public relations is practiced by all types of private, public, non-for-profit, activist, and non-governmental organizations and institutions that progressively engage in building and maintaining relationships with stakeholders in many locations worldwide. This online graduate course includes content and discussions on global issues affecting the public relations profession, the professional, the specialized practices, and the engagement of stakeholders, simultaneously at home, host, and transnational levels. For instance, the course includes an evaluation of the various factors that determine the profession’s evolution and practice in different countries. Also, this course aims to introduce and analyze the main concerns affecting the management of the public relations function, such as transnational crises; coordination and control mechanisms (i.e., integration and localization balance); professionalism levels; trends; and the practitioners’ social roles, responsibilities, and competences. Despite the emphasis on the global, the readings and debates of this course clearly address the subjects of diversity and multiculturalism, which are also relevant for the practice and study of public relations in complex national and regional environments.  

This course has the following overall objective:  

To facilitate students in learning and applying the theoretical and practical concepts and strategies of international public relations in transnational organizations, including the agency, nonprofit, governmental, multilateral, and activist sectors.  

Method of instruction: The online course includes 12 modules. The content will be delivered through Video lectures, PowerPoint presentations, assigned readings, assignment guidelines, quizzes, and discussion rooms. Your participation is essential and required. The quality of your participation in online discussions, group projects, video presentations and assignments will affect your grade; therefore, active engagement is crucial. Not all of the materials that you read will be included in video presentations or topical outlines, therefore, if you need further explanations or clarifications please consult with the professor.  

Required readings: Sets of required readings are available on Canvas. Please see the course schedule for the complete list of readings. There may be additional readings in the form of handouts or Canvas postings at various times during the term.  

Online course administration—Canvas: https://lss.at.ufl.edu/ will be used to administer the course communication, materials (i.e., PowerPoint files, video lectures, discussions, readings, assignment guidelines, quizzes) and grades.
**Course evaluation:** The evaluation of coursework will be based on the student’s performance in five areas, each of which constitutes a proportion of the final grade. The area and grade allocations for each component of the online class’ evaluation are as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage Allocation</th>
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<tbody>
<tr>
<td>Group Assignment, report, and presentation</td>
<td>30%</td>
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<tr>
<td>Four quizzes</td>
<td>40% (10% each)</td>
</tr>
<tr>
<td>Brief case study (transnational corporation in your home country)</td>
<td>10%</td>
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<tr>
<td>Government website analysis (public diplomacy content)</td>
<td>10%</td>
</tr>
<tr>
<td>Home country transnational corporation (authenticity website analysis)</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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The grading scale for the course is as follows:

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

FYI, University’s Grading Policy:  
http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

*Grades for this graduate course will be based on the total points earned over the term*

**ASSIGNMENTS**

*See online class schedule for topics and due dates*

**Group assignment, report and presentation [30% total]**

The group project includes selection and analysis of a country/region and an MNC operating in that country/region. Each group has to provide their top three preferences to the professor. The professor 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. The group assignment will advance the research completed in the first part to evaluate public relations practices of the MNC to apply the concepts learnt throughout the semester. The group has to submit a report (20%) and final presentation (10%) to the professor.
Four quizzes [40% total, 10% each]:
- The four (4) quizzes of the course are designed to test the student’s knowledge of the main ideas covered in each of the modules, including readings, handouts, and online discussions as specified in the syllabus.
- The quizzes will be multiple-choice and non-cumulative. Study guides will be provided for each quiz. Grades will be posted on Canvas.

Brief case study (transnational corporation in your home country) (10%):
- Identify a crisis faced by a foreign transnational corporation in your home country.
- Use news reports, social media, and corporate information such as website or news releases to briefly describe the crisis and its consequences.
- Analyze corporate responses using the theory of transnational crisis or cross-national conflict shifting. Make sure to include readings from the course and other supporting material to develop your argument.
- The length of the case study is seven pages minimum and 10 pages maximum, double spaced, and 12-point Times Roman font. It should closely follow the Publication Manual of the American Psychological Association (APA).

Government website analysis (public diplomacy content) (10%):
- Select a government-sponsored website of your home country or any country in the world oriented to audiences or publics in other parts of the world.
- Identify and analyze the target audiences and strategies used using the readings on public diplomacy as theoretical framework. Make sure to understand and explain important stakeholders from a public relations perspective and how the website targets those selected audiences.
- The length of the analysis is seven pages minimum and 10 pages maximum, double spaced, and 12-point Times Roman font. It should closely follow the APA Publication Manual.

Home country transnational corporation (authenticity website analysis) (10%):
- Identify a transnational corporation based in your home country with operations in other markets.
- Analyze the corporate narrative of the corporation as it is presented in its website. Use the readings on authenticity and the authentic index detailed in the readings on the topic. Make sure to use the authenticity index and analyze the corporate website against the index.
- The length of the analysis is seven pages minimum and 10 pages maximum, double spaced, and 12-point Times Roman font. It should closely follow the APA Publication Manual.
CLASS POLICIES

- The University of Florida Honor Code applies to all work related to this online graduate course (see page 10). All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. Students are expected to participate in online discussions. Assigned readings should be completed in addition to follow topical outlines and watching video class lectures. Any material discussed and/or covered in the assigned readings may be included on examinations. Students will **not** be allowed to make up assignments outside the timeline set for the online course. Exceptions to this policy will be limited to documented exceptional (as defined by the professor) circumstances and at the discretion of the professor.

- 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 professor well in advance of a deadline in order to give the professor adequate time to respond to you.

- Each of you play a role in shaping this course. I encourage you to be actively involved in class discussions and activities. Please also be respectful of the contributions of others, and help create an online class environment that is welcoming and inclusive.

- If you notice yourself having trouble in the course, it is crucial that you contact me immediately. Please feel free to approach me about any concerns or comments you might have about this online class.

- Any evidence of plagiarism or cheating will result in an “E” for the course and possible disciplinary action.

- Do not submit the same work to more than one class without prior written permission from both professors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This online graduate 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 cannot make excuses to your boss or a client if your work is late.

**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.
Module 1 – Overview of international public relations

[Introductory blog post due]

Objective: To introduce students to the public relations industry globally and provide an overview of the major trends and challenges this field of study and practice faces in ever-changing environments.


Module 2 – Contextualized Research & Practice

[First Quiz due]

Objective: To explain the contextual aspects that determine specific public relations practices in different nations, including media relations, government relations, and community relations.


Module 3 – Circuit of Culture and other Theoretical Perspectives

[Initial Group Project preferences and outline due]

Objective: To discuss and help students analyze the theoretical perspective of the circuit of culture and other relevant theories for international public relations research and practice, such as the African perspective.


**Module 4 – The European Union Perspective**

[Second Quiz due]

*Objective:* To articulate and identify the unique characteristics of the European perspective on public relations education, research, and practice.


**Module 5 – Transnational Crisis or Cross-National Conflict Shifting and Global Coordination**

[Initial Group Project Research Report due]

*Objective:* To define and acquaint students with crises or challenging situations that transnational organizations face in more than one world location, which demands both strategic and practical expertise.


Module 6 – Coordination and Control to Manage a Global Function

[Case Study due]

Objective: To address and interpret the major issues facing transnational organizations and global agencies in managing the public relations function between headquarters and subsidiaries and among subsidiaries, including coordination and control mechanisms.

Case study: Champions Drink Responsibly of Bacardi Limited


Module 7 – Influence of International Public Relations on Foreign Nations’ Perceptions

[Third Quiz due]

Objective: To help students understand the influence of international public relations on foreign nations’ identities and reputations.


Module 8 – Public Diplomacy, Corporate Foreign Policy, and Image of Nations

[Final Group Project Research Report due]
Objective: To study and identify the similarities and unique attributes of public relations, public diplomacy, and corporate foreign policy as significant global trends.


Module 9 – Global Corporate Social Responsibility and Sustainability

Objective: To define and analyze the concepts of corporate social responsibility, business ethics, and sustainable development as their significance in the practice of international public relations.


Module 10 – Preparation for International Assignments and Cross-cultural Competence

Objective: To encourage students to learn and apply the preparation and training required for international assignments and to develop the most-needed cross-cultural competencies required for international assignments in all types of national and regional contexts.


Chapter 6: Managing transitions and relocations


**Module 11 – International Government Relations**

[Final Group Project Presentation due]

*Objective: To teach students the diverse communication strategies and role of the public relations professionals in identifying the main components in planning government relations efforts.*


Chapter 12: Multinational corporations and government relationships

**Module 12 – The Construct Authenticity and “Glocal” Campaigns**

[Home country transnational corporation authenticity analysis due]

*Objective: To explain the construct of perceived authenticity and further apply its various dimensions to the communication strategies and tactics of transnational organizations.*


**Recommended online resources:**

Global Alliance for Public Relations and Communication Management www.globalalliancepr.org
Public Relations Society of America www.prsa.org
Institute for Public Relations www.instituteforpr.com
Chartered Institute of Public Relations (United Kingdom) www.cipr.co.uk/
International Public Relations Association www.ipra.org
Canadian Public Relations Society www.cpr.ca
UF Business Library: International Business Center businesslibrary.uflib.ufl.edu/internationalbusiness
World Citizens Guide www.worldcitizensguide.org

**Recommended books for further consultation:**

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/judicial/procedures/honestybrochure.php