

PUR4404C

International Public Relations

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

Instructor Info

Instructor: Jie Jin, Ph.D.

Email: jinjie@ufl.edu

Zoom Office Hours: By pre-scheduled appointment; Please schedule a meeting with me via my UF email address listed above to discuss assignments, team presentations, class-related materials, or any other academic concerns.

I will respond your emails within 48 hours during workdays. If you haven't received an email from me within that time frame, feel free to remind me of your question/concern.

Class Hours: No mandatory meeting time, assignment due dates are as specified in the syllabus schedule and on Canvas.

Course Overview

Prerequisites

PUR 3000 - Principles of Public Relations

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.

Instructional Methods

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 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 problem-solving.

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 video lectures, therefore, if you need further explanations or clarifications please take advantage of the posted office hours. If you have an issue, see the instructor sooner, not later.

Course Objectives

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

- 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.
- To become knowledgeable about how public relations has developed and is practiced in other countries by reviewing pertinent literature and research findings.
- 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.
- 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.
- To understand the country-specific approach of conducting a public relations campaign based on real case studies and guest speakers' presentations.
- To further appreciate multiculturalism and diversity of societies as they relate to global public relations.

Course Materials & Technology

Required Reading

- **Textbook:** Alaimo, K. (2016). Pitch, tweet, or engage on the street: how to practice global public relations and strategic communication. New York, NY: Routledge.
- **Canvas Readings:** Additional required readings will be made available through the modules on Canvas as the course progresses.

Books have been ordered through the University of Florida's "Text Adoption" service and should be available at any *participating bookstore*.

Software/Computing Requirements

Canvas. Canvas will be used to administer the course communication, final project, grades, and other materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms). 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 upcoming due dates. Please check the site on a daily basis for announcements and/or threads of comments from either classmates or the instructor.

Screen/audio recording Software. Screen and audio recording software are required for the final project. Instead of having online live meetings, this class requires you to upload a video of your case presentation to YouTube.

The screen-recording feature is available on:



OS Windows: **PowerPoint** (2013 and 2016):

<https://support.office.com/en-us/article/Record-your-screen-in-PowerPoint-0b4c3f65-534c-4cf1-9c59-402b6e9d79d0> (Save media as Media File)



Mac OS: **QuickTime Player:** <http://osxdaily.com/2010/11/16/screen-recorder-mac/>



Or any online tools such as **Zoom:** <https://support.zoom.us/hc/en-us/articles/201362473-Local-recording>

Once you saved your video, upload it to YouTube and make sure to set up its privacy settings to either **Public** (will appear in search results) or **Unlisted** (will be available by link only). The assignment document/Canvas page will explain this as well.

Grading Policy

Assignments

The following shows how assignments and exams contribute to the overall grade for the course.

15% - Discussion posts (1.5% for each of 10 comments – total 15%). There are a total of 10 discussion posts for each week of course content. The prompt for each discussion will vary depending on the content for that week. The purpose of the assignment is to provide the opportunity to respond to the readings/lectures or current events and discuss how they are applicable to the PR practice. Each discussion is due by Sunday at 11:59 p.m. of that week.

20% - Quizzes. Quizzes consist of a few simple true/false, multiple choice, or short answer questions probing the content of that week's lecture and/or readings. If a quiz has been assigned for that week, you will need to have it completed by Sunday at 11:59 p.m. EST of that week.

Quizzes must be completed by the due date (one attempt for each quiz within 1 hour); there are NO make-up quizzes.

40% - Midterm & Final Exam (20% each). Exams are designed to test the student's knowledge of the main ideas covered in the text and assigned readings, lectures, and by guest speakers. The exams will be proctored via Honorlock.

Students are responsible for all assigned readings; exam questions will come from all of these sources. Exam study guides will be provided. *NO MAKEUP QUIZZES OR EXAMS OR EARLY EXAMS WILL BE GIVEN.*

25% - Team Case Study Presentation Project. Students should sign up for group project region at the beginning of the semester; the number and size of teams will be determined after the final class size is known after the drop/add period. You will be assigned to groups by the instructor.

Each team will research and present the recent (during 2020-2024) communication efforts of a multinational organization involving **home, host, and/or transnational publics/audiences** in the region of the world specified in the course reading schedule.

This assignment affords an opportunity to examine real-world international public relations 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 in specific regions of the world.

Final projects will be completed in groups. You will be assigned to groups by the instructor. **Each team must select one person (Team Leader) whom I will be contacting regarding your group project.**

Please conduct your own research (LexisNexis, Factiva, or the United Nations Office of Partnerships, or other) to identify a multinational corporation or organization doing business/having a presence in any of the regions specified in the course syllabus. That corporation/organization will have a **home country** (where it is headquartered) and will have a presence/be doing business in any of the countries located in the regions discussed in this course (**host country**). This corporation or organization may also have a presence in other countries across the globe, but you should concentrate **ONLY** on communications efforts in your selected host country. After you have identified/selected your client, for example, Hewlett Packard, who is headquartered in the USA (home country) and who is operating/functioning in your designated country (host country), China, you are prepared to move to the next phase.

Each team must select at least three (3) campaign cases (different corporations and different host countries) and **submit the cases to Canvas** for approval by the instructor via the **Proposal Form** available on Canvas. Late submission penalties for Project Proposals will be applied as follows: 1 min. – 24 hours late – 10% of your final grade for the project; 24 hours – 7 days late – 20%; 8 – 10 days late – 30%; 11 – 14 days late – 40%; more than 14 days late – 100%.

Upon approval, you can start working on your project. It has to be a 10-20 min. video (screen recording of a PowerPoint presentation) where you discuss the problem faced by an organization in your designated host country, internal and external factors influencing your case, describe the steps taken by the organization to solve the problem, and evaluate its actions (see the rubric for a more detailed explanation).

There are 2 things each team must submit:

- PowerPoint slides
- Presentation. To submit your final presentation, you can submit a YouTube link to your video presentation where you discuss the contents of your slides (the narrator may be one or more of the team members)

Failure to submit “a YouTube link” will result in losing up to 30% of your grade.

Note. In an asynchronous course, attendance and participation are demonstrated through the completion of assignments and engagement video lectures.

Grading Scheme

The grading scale for the course is as follows:

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
94-100%	90-93.9%	87-89.9%	84-86.9%	80-83.9%	77-79.9%	74-76.9%	70-73.9%	67-69.9%	64-66.9%	61-63.9%	below 61%

To be fair to all students, all numbers are absolute and will not be rounded up at any stage (e.g., a B+ will be inclusive of all scores of 870 through 899.999).

Extra Credit Opportunities

A few credit opportunities will be available throughout the semester:

For student evaluations of teaching (<https://ufl.bluera.com/ufl/>, also available via Gator Evals tab on Canvas), all members of the class will be awarded **one (1) bonus percentage point to their final grade if 80% of the enrolled class completes evaluations, and two (2) bonus percentage points if 100% of the enrolled class completes evaluations.** That, typically is enough to move many students from B+ to A- or A- to A.

1 extra credit (which equals 1% of the final grade for the course) will be offered for research participation through CJC’s SONA research management system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: <https://youtu.be/1OnT2ZU6QQ>. If you have any questions, please contact the CJCSONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu

If there are any other extra credit opportunities, students will be notified via Canvas.

Course Policy

Deadlines & Make-up Policy

The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, deadlines are treated seriously in this class. All assignments are due by **11:59 p.m.** on the date of the deadline, unless otherwise instructed.

Late submission penalties for Project Proposals and Final Project (i.e., YouTube link and ppt slides)

1 min. - 24 hrs = 10% deduction

24 hrs. - 48 hrs = 20% deduction

Any submission after 48 hrs. results in a zero for the assignment

Any other late assignment will not be accepted and will be given a grade of zero.

In general, acceptable reasons for failure to submit assignments on time include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

For any questions regarding a given grade, please contact me within 24 hours after the grade is received.

Academic Honesty

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

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

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

<http://gradschool.ufl.edu/students/introduction.html>

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

Instructor Interaction

I am happy to meet with students by appointment on Zoom. The best way to reach me is by e-mail. I will try to send a response as soon as possible but it may take up to 48 hours to get a reply. If I haven't responded within that timeframe, please re-send your email. If you are struggling with the course material, exams, having problems with members of your group, etc., it is imperative that you talk to me as soon as you think you're having a problem before assignment deadlines.

Special Needs

Students requesting classroom accommodation should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. Students should follow this procedure as early as possible in the semester. To contact the Disability Resource Center, visit www.dso.ufl.edu/drc/ or call 352-392-8565. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Course Schedule

Week 1 (5/13-5/19)

Topic: International PR Overview

Readings: Chapter 1 & Canvas readings

Video: See Module 1

Due: Discussion #1: Introduce Yourself; Final Project Sign-up; Syllabus Quiz; W1 Quiz

Week 2 (5/20-5/26)

Topic: Research & Environmental Analysis

Readings: Canvas Readings

Video: See Module 2

Due: Discussion #2; W2 Quiz; Team Case Study Request Form

Week 3 (5/27-6/2)

Topic: MNCs & NGOs

Readings: Chapter 2 & Canvas readings

Video: See Module 3

Due: Discussion #3; W3 Quiz

Week 4 (6/3-6/9)

Topic: Governments & Glocalization

Readings: Chapters 4 & 6

Video: See Module 4

Due: Discussion #4; W4 Quiz

Week 5 (6/10-6/16)

Topic: Crisis Communication & CSR

Readings: Canvas readings

Video: See Module 5

Due: Discussion #5; W5 Quiz

Week 6 (6/17-6/23)

Topic: Midterm Exam (Week 1-5 Content)

Readings: No readings

Due: Exam 1 (under Module 6)
(Any day between June 19 through June 21)

Week 7 (6/24-6/30)

Summer Break
No lectures or assignments!

Week 8 (7/1-7/7)

Topic: Internal Communication & Media Technology

Readings: Chapters 3 & 7

Video: See Module 8

Due: Discussion #8; W8 Quiz

Week 9 (7/8-7/14)

Topic: Ethics in International Public Relations

Readings: Canvas readings

Video: See Module 9

Due: Discussion #9; W9 Quiz

Week 10 (7/15-7/21)

Topic: Asia & Middle East

Readings: Chapters 8 & 10

Video: See Module 10

Due: Discussion #10; W10 Quiz

Week 11 (7/22-7/28)

Topic: Africa & Latin America

Readings: Chapters 11 & 12

Video: See Module 11

Due: Discussion #9; W11 Quiz

Week 12 (7/29-8/4)

Topic: Europe & Legacy Countries

Readings: Chapter 9

Video: See Module 12

Due: Discussion #10; W12 Quiz

Week 13 (8/5-8/11)

Topic: Final Exam (Week 8-12 Content)

Readings: No readings

Due: Exam 2

(Any day between Aug. 7 through Aug. 9)

Note:

(a) If not otherwise specified, the due dates for most assignments are on the respective **Sundays at 11:59 pm**. For instance, Discussion #10 is due on the upcoming Sunday at 11:59 pm;

(b) Course content will be published as we progress through the course; there will be very few opportunities to work ahead. Each week's content, including assigned coursework, assignments, and quizzes, will be posted by 8:00 a.m. EST Monday morning;

(c) Each week you will also be notified of your assigned coursework, assignments and quizzes for that week.

Student Resources

U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc> and 352-392-1575; and the University Police Department: 352-392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 352-392-1161.

University Police Department

352-392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>

Career Resource Center

Reitz Union, 352-392-1601. Career assistance and counseling.
<https://www.crc.ufl.edu/>

Library Support

<http://cms.uflib.ufl.edu/ask> Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center

Broward Hall, 352-392-2010 or 352-392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>

Writing Studio

302 Tigert Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints

<http://www.distance.ufl.edu/student-complaint-process>