

SPRING 2025 SYLLABUS: INTERNATIONAL PUBLIC RELATIONS PUR 4404C (3 Credits)

Professor: Fred Hawrysh
Course Time: Tuesdays 9:35 – 10:25 am (virtual on zoom)
Thursdays 9:35 – 11:30 am (in-person)
Location: Weimer 2056
Prerequisite: PUR 3000 with a minimum grade of C

Email: fred.hawrysh@ufl.edu; phone or text: 203-246-1205
Office Hours: By appointment following Thursday's class or by zoom/phone

Readings

Required Text: Alaimo, Kara (Second Edition) 2021
"Pitch, Tweet or Engage on the Street" - How to Practice Global Public Relations and Strategic Communication

Additional Readings as assigned:

There will be frequent readings from Molleda, Juan-Carlos, Kochhar, Sarab 2019 "Global and Multicultural Public Relations". In addition, specific links to key newsletters and reports will be provided by the Professor.

Course Description:

In a highly connected world, this course will expose students to the challenges and opportunities of practicing public relations in diverse political, economic and cultural environments and the best practices that lead to successful campaigns. Students will examine the role of communications in promoting and protecting the reputation of companies, governments, NGOs and other stakeholders in a globalized world.

The course will combine communications theory with significant practical application, using international case studies to provide insight and learning. Students will hear first-hand from current international practitioners and subject matter experts who will join weekly, live by zoom.

Recommended for those interested in being effective communicators outside our domestic U.S. market or those interested in managing multi-market campaigns.

Course Objectives

After taking this course, students will gain:

- An understanding of communications and public relations in an international context

- An overview of communications and public relations practices around the world
- An appreciation of what is required to be an effective cross-border communicator
- A theoretical knowledge of:
 - The dimensions of culture and how it impacts effective communications in different markets
 - The international players/stakeholders, including the role of businesses, governments and NGOs as communicators
- A practical knowledge of:
 - International communications campaigns, including:
 - Market entry and maintenance
 - Multi-market reputation and crisis management
 - Multi-market financial, corporate and internal communications
 - Issues advocacy and public education
 - How to develop a successful multi-market campaign engaging a wide range of stakeholders and how to measure success
 - How to manage international teams
 - How to avoid pitfalls
 - Successfully pitching new business
- Inspiration and insight on how to pursue a career in international communications and/or work on global campaigns

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

- apply tools and technologies appropriate for the communications professions in which they work.

Online Course Administration — e-Learning in Canvas

<https://elearning.ufl.edu> will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms), and grades. 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. Carefully consider how you participate in class discussions and in the assignments you submit and present. You can use humor and demonstrate creativity but think ahead to how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities, or situations that would put you or others in danger.

Students are expected to show up on time, not leave early unless prior permission is granted, and wait for the class to end before leaving. This applies to both in-person and Zoom classes. Please note the significant impact of attendance and active participation in your final grade and be sure to show up and speak up.

Students are expected to conduct themselves in an honest, ethical, and courteous manner — with classmates and the professor.

Course Grades and Assessment

Attendance and Active Participation: 20%

Attendance is mandatory. Active participation through commenting and asking questions is required to gain full points; your physical presence is not enough. Zoom guest lectures will be attended on camera. You are responsible for notifying the instructor prior to missing class. Requirements for assignments and other work in this course follow UF policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Content Quiz(s): 20%

Two multiple choice quizzes will be given—half-way through and at the conclusion of the semester. These will be based on content presented by the zoom lecturers and during the in-class lectures. (2x10%)

Individual Assignments: 30%

Students will be assigned two individual assignments, each constituting 15% of the student's final assessment. The individual assignments will be:

- Research and analyze a global media outlet according to pre-determined criteria that demonstrate an understanding of the outlet's positioning, readership and style. This will be presented in class during the first half of the semester. (15%)
- Research and analyze a chosen country/market based on pre-determined criteria that would shape how to effectively communicate in that market. The assignment will be written for submission during the second half of the semester. (15%)

Group Assignment: 30%

Students will be assigned to small groups to research and plan a communications campaign for a selected multi-national company. This assignment will be presented in class in a simulated pitch. Grading criteria will be provided. Bonus marks will be awarded to the winning pitch team.

There will be no formal exams.

Grading for the entire course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

The grading scale for the course is as follows:

A = 94-100%. A- = 90.0-93.99%. B+ = 87.0-89.99%. B = 83.0-86.99%. B- = 80.0-82.99%. C+ = 77.0-79.99%. C = 74-76.99%. C- = 70-73.99%. D+ = 67-69.99%. D = 64-66.99%. D- = 60-63.99%. E = below 60%.

Further information about grades and grading policy may be found at this [link to the university grades and grading policies](#).

Online Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

The Honor Pledge

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](#). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA in this class.

Policy on Recording Classes

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

Other Important Notes

- We will meet in person (Weimer 2056) for Thursday classes, but Tuesday classes will be conducted on Zoom to accommodate guest lecturers. The final zoom class on April 22nd will be attended in person.
- I will be available in-person, by appointment, immediately following Thursday’s class or by phone or zoom. I can also be reached via email (fred.hawrysh@ufl.edu) or text (203-246-1205). While I always strive to respond in a timely way, please be aware that I may not always be able to respond immediately to your communication.
- If you notice yourself having trouble in the course, please see me as soon as possible.
- Any evidence of plagiarism, cheating or reliance on AI applications will result in an “E” for the course and possible disciplinary action.
- Spelling, grammar, punctuation and presentation skills factor into your overall evaluation.
- In addition to the required and recommended readings, you are expected to maintain comprehensive class notes because class lectures often contain information that is quite often not contained in the readings. You will be quizzed on this information. *If you miss a class, it is your responsibility to get briefed by another student on the content covered in the class.*
- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Tentative Course Schedule

Culture and Communications (In-class)

February 6

- Understanding cultural differences and their impact on public relations
- Developing cross-cultural communications skills
- Hofstede's Culture Dimensions
- Erin Meyer's Culture Map
- Molinsky's six dimensions for behavior

Read: Alaimo Chapter 2 "Culture is the Key"; [insights.com/countrycomparison](https://www.insights.com/countrycomparison)

Week 5 Guest Lecturer (Zoom)

February 11

Chief Communications Officer, McKinsey, from London

Global Brands/ESG, Foundations, Advocacy

February 13

- Managing global teams
- CSR and ESG – How Brands Make a Difference

Read: Alaimo Chapter 3 "Building, Managing and Evaluating Global Teams"
Moleda Chapter 9 "CSR, Sustainability and Multisector Partnerships"

Week 6 Guest Lecturer (Zoom)

February 18

Former Global CEO – The Ikea Foundation, from Oslo, Norway

Governments & Nation Branding (In-class)

February 20

- Governments
- Soft Power and Communications
- Country as a Brand – benefits, characteristics
- The Middle-East

Read:

Alaimo Chapter 7 "Global Public Relations for Governments"
Alaimo Chapter 11 "Public Relations in the Middle-East and North Africa"

Week 7 Guest Lecturer (Zoom)

February 25

Former Head of Government Communications Apex Brasil, from Abu Dhabi

Non-profits, Activists & NGOs (In-class)

February 27

- Public education campaigns

- NGOs
- Events: Davos, Aspen, Milken; Global Sponsorships
- UN Global Compact Principles

Read: Alaimo Chapter 6 "Public Relations on Global Issues"
Molleda Chapter 6 "Non-governmental Organizations, Multilateral Organizations and Activist Networks"

Week 8 Guest Lecturer (Zoom) March 4

Chair Global Markets - Milken Institute, Former US Ambassador to the Asian Development Bank, from Bangkok, Thailand

Presentation 1 (In-class) March 6

- Students present assignment 1

Week 9 Guest Lecturer (Zoom) March 11

Co-CEO and Founder Perceptual Advisors, from Miami

Latin America (In-class) March 13

- Introduction Latin America
- Remaining students present assignment 1

Read: Alaimo Chapter 12, "Public Relations in North and Latin America"

Week 10 Spring Break (no class) March 18, 20

Week 11 Guest Lecturer (Zoom) March 25

Lecturer, Nanyang Technological University, Former European and Asian Regional CEO for Burson, from Singapore/The Hague

Asia-Pacific (In-class) March 27

- Public relations in Asia-Pacific

Read: Alaimo Chapter 9 "Public Relations in Asia and the Pacific"

Week 12 Guest Lecturer (Zoom) April 1

Corporate Communications Director Europe – Accenture, from London

Europe (In-class)

April 3

- Public Relations in Europe
- Conducting research internationally

Read: Alaimo Chapter 10 “Public Relations in Europe”
Molleda Chapter 2 “Research Measurement and Evaluation”

Week 13 Guest Lecturer (Zoom)

April 8

Founding Partner Astrum, India’s Leading Research Consultancy, from New Delhi

Crisis Communications – International

April 10

- Crises in an international context
- Cross-border reputation management
- Vulnerability assessment

Read: Alaimo Chapter 4 “Global Crisis Communication”

Week 14 Guest Lecturer (Zoom)

April 15

EVP, Global Reputation & Risk Management Practice, Ruder Finn, from Hong Kong

Group Presentations (In-class)

April 18

Week 15 IN PERSON Meeting

April 22

Course Wrap-up

- Building your own international career
- Content quiz and feedback

There will be no final exam for this course.