International Public Relations
COURSE WEBSITE: https://prva.wordpress.com/ | MY CLASSES

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COURSE POLICIES

Prerequisites
Junior standing and a grade of C or higher in COMM 100 or 101 or 102.

Course Description
International PR (CMAT 447) is one of the fastest growing sectors of public relations as corporations, institutions, and nongovernmental organizations globalize. CMAT 447 provides the knowledge frameworks and critical thinking and analytic skills necessary to prepare the advanced PR student in the successful research, design, implementation, and evaluation of international PR projects. Substantial academic and practical application and engagement is required.

Instructor Communication
During the semester, I can be reached via email from the My Classes platform. I am also available via Zoom for a meeting.

Course Meetings
COMM 447-701 is a fully online course. All course material, meetings, and activities will be completed online per syllabus schedule and policies.

Learning Objectives
CMAT 447 is a rigorous and challenging learning experience requiring sustained and consistent engagement through readings, reflection, research, critique, fieldwork, and application of your learning. Through regular readings, engagement, self-reflection, and course participation, students will be able to:
- Demonstrate understanding of intercultural and international PR (IPR) theoretical frameworks to inform critical understanding and insight into contemporary and future developments in IPR
- Identify appropriate target publics for specific issues/messages in a global marketplace
- Design IPR artifacts that achieve strategic IPR communication objective
- Conduct an issue analysis and make a PR recommendation on an international issue in an online virtual industry environment
- Experience in crafting effective messages utilizing a country-specific approach through application of strategic IPR principles

- Craft effective messages utilizing a country-specific approach through application of strategic IPR principles.
- Demonstrate knowledge of the challenges and opportunities in navigating online global relationships in a virtual environment.

Required Textbook:
There is no required textbook for the course. The course will employ readings from scholarly databases and online sources, among others as described under the course readings section.

Course Readings
Course readings come from primary research sources as indicated on the syllabus and will be accessed via a valid SU login to the SU libraries online databases.
1. MODULE 2: Zaharna, R. S. (2000). Intercultural communication and international public relations: Exploring parallels. *Communication Quarterly, 48*, 85—100.
2. MODULE 3: Zaharna, R. S. (2001). "In-awareness" approach to international public relations. *Public Relations Review, 27*, 135—14
3. MODULE 4: Sriramesh, K., Kim, Y., & Takasaki, M. (1999). Public relations in three Asian cultures: An analysis. *Journal of Public Relations Research, 11*, 271—292.
4. MODULE 6: Wurtz, E. (2005). A cross-cultural analysis of web sites from high-context cultures and low-context cultures. *Journal of Computer-Mediated Communication, 11*(1), article 13.
5. MODULE 7: Caroll, A. B. (2004). Managing ethically with global stakeholders: A present and future challenge. *Academy of Management Executive, 18*, 114—120
6. MODULE 10: Mitchell, R. K., Agle, B. R., & Wood, D. J. (1997). Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of Management Review, 22*, 853—886
7. MODULE 11: Kruckeberg, D. (1995—1996). The challenge for public relations in the era of globalization. *Public Relations Quarterly*, Winter, 7—12
8. MODULE 12: Synnott, G., & McKie, D. (1997). International issues in PR: Researching research and prioritizing priorities. *Journal of Public Relations Research, 9*, 259—282
9. MODULE 13: Spicer, C. H. (2000). Public relations in a democratic society: Value and values. *Journal of Public Relations Research, 12*, 115—130

Online Resources & Readings (Accessible via my course WordPress website/My Classes):
My International PR course WordPress website (https://prva.wordpress.com/) will provide access to some supplemental material and resources as required. *Password: COMM447 (confidential).*
To start, please refer to the following two tabs on the left hand menu of my WordPress course site:
1. "IPR International NGOs, Issue-based Networks, Development Campaign Resources"
2. "VOM and Intercultural Resources" (please hover over this tab to access the two pages)
    a. "Course Resources"
    b. "Country-specific Resources"

Examples of resources from my website you may find useful in completing course-related outcomes:
- Institute of PR (http://www.instituteforpr.org/)
- PRSA Silver Anvil Awards (http://apps.prsa.org/awards/silveranvil/#.WS8AiBPyuu4)

- The Stevie Awards (http://blog.stevieawards.com/public-relations-awards/topic/the-international-public-relations-association)
- PRSA Global Affairs (http://apps.prsa.org/Network/GlobalAffairs/)
- PRSSA (http://prssa.prsa.org/about-prssa/learn-about-pr/international-pr/)
- Council of PR Firms (http://prcouncil.net/)
- Global Alliance of PR and Communication Management (http://www.globalalliancepr.org/)
- International Association of Business Communicators (https://www.iabc.com/)
- International PR Association (https://www.ipra.org/)
- Hispanic PR Association (http://www.hpra-usa.org/)
- International PR Network (http://iprn.com/)
- PROI Worldwide (http://www.proi.com/Public/)
- Arthur W. Page Center for Integrity in Public Communication (http://comm.psu.edu/page-center/teaching-modules/ethics-in-public-relations)
- PR Week (http://www.prweek.com/us)
- International Association for the Measurement and Evaluation of Communication (https://amecorg.com/)

Recommended
Freitag, A.R., & Stokes, A.Q. (2009). *Global Public Relations: Spanning Borders, Spanning Cultures*. New York: Routledge
Parkinson, M.G., & Ekachai, D. (Eds.). (2006). International and intercultural public relations: A campaign case approach. Boston, MA: Pearson Education/Allyn & Bacon
Sriramesh, K., & Vercic, D. (Eds.). (2003). The global public relations handbook: Theory, research, and practice. New Jersey: Lawrence Erlbaum Associates
Newsom, D. (2007). Building the gaps in global communication. Malden, MA: Blackwell Publishing

Course Structure
The course structure reflects its organization by module. The course structure supports the learning and cultivation of knowledge through elements such as engagement, peer critique, and personal reflection over the semester.

To the extent possible, module elements will be planned as follows:
The course content will emphasize learning and understanding of the material covered in the readings. Students will read these, review any lectures and instructor-created content, share their thoughts, and respond to the prompt encouraging them to apply these to a specific context. The application section will emphasize reflection, discussion, critique, assimilation, professionalism (e.g., in writing and presentation), and execution.

- Several times during the semester, students will have an opportunity to meet with the instructor on a Zoom call to get feedback on their work. Scheduling and attending at least 2 of these meetings is mandatory.

Course Access
You will gain competency in and explore different online resources and content essential to exploring and conducting international public relations work. A proportion of our learning activities may take place online with collaborators/contributors and/or the learning material and practical international contexts.

Minimum Technology Requirements
For successful course completion, students should have access to and basic proficiency with utilizing, for example:
A reliable Internet connection
A laptop or desktop computer with an updated operating system
Word processing software, web browsers, online participation, and content management systems
Laptop/web camera
My Classes Canvas account
Off-campus access to SU's library's online databases*
*Please refer to SU Course Related Policies and Resources tab on the left-hand menu bar of My Classes for full list of virtual instruction, Zoom, access and accommodation, and other course related policies.

Participation Policy
Participation may take the form of various online in-class and field work (out-of-class) assignments, online discussion, engagement, critique, and reflection. These opportunities reward your positive contribution to our collective learning space in class. Participation is an important part of our learning experience and weighted accordingly.

Late Assignment Policy
Assignments are due by Sunday, midnight of the module. Assignments that are late by 1 day will be accepted with a 50% penalty. Assignments submitted 1 day after the deadline will not be accepted.

Course Ethos
As an advanced PRSC elective course for students aiming to enter the PR and Strategic Communication industry as a professional (or graduate school), I will expect responsible engagement from every student in class. I will strive to provide each of you with the resources and guidance necessary to achieve the course objectives. Any personal accommodations made during the semester will be at my discretion weighing individual circumstances against the principle of fairness to other class members.

Potential Instructional Strategies:
  i.   Content posts (textual)
  ii.   Content posts (video)
  iii. Discussion posts
  iv.   Website critique
  v.   External resources (URLs to PR industry-based websites and other professional PR content accessed digitally)
  vi.   Writing and formatting critique
  vii. Reading assignments
  viii. Online interaction
  ix.   Online research
  x.   Quizzes and exams

COURSE ACCESS & SUPPORT
Support Services
For trouble with your connection, access to the course website or the materials therein please contact IT at 410-677-5454, online at Technology Support Center, or via email at helpdesk@salisbury.edu.

Computer Skills and Digital Information Literacy Skills Required
In order to complete the course satisfactorily, course participants should be competent in accessing, retrieving, assimilating, engaging with and contributing to information and content presented online. Proficiency with navigating websites, creating and submitting textual and audio-visual content, and engaging with online content is a requirement for participation in the course.

Copyright Statement
The content (lectures, assignments, handouts) are the property of the instructor and protected under copyright law. You may not publicly distribute or display or share my course materials or lecture notes without my written permission.

Emergency Policy
In the event of an emergency, announcements and information will be communicated via instructor email, My Classes course website, and SU's home page. Course-related information will be updated by the instructor on My Classes and course website and via university email.

Office of Student Disability Support Services (OSDSS)
The OSDSS provides guidance, access to resources, and accommodations for students with documented disabilities including medical, psychiatric, and/or learning disabilities, and/or mobility, visual, and/or hearing impairments. They can be reached at 410-677-6536.

Academic Integrity
The CMAT department expects you have read and understand the University's policy as described in the *Student Policy on Academic Integrity* in your *SU Student Handbook* (www.salisbury.edu/Students/handbook/welcome.html) and thereby agree to honor these standards. Academic dishonesty as a serious offense and ALL incidences are subject to disciplinary action including, but not limited to, separation from the university.

ASSIGNMENT OVERVIEW
Course readings and assignments provide the student with theoretical and pragmatic insight into the opportunities and challenges facing the practice of public relations globally by understanding the cultural nuances of business practices guiding different regions and reflecting upon intercultural communication. Assignments are designed to reinforce course learning objectives through in-depth, interpersonal dialogue and engagement, application, implementation, and design of PR artifacts. Students are encouraged to develop expertise in one global region. Independent research and fieldwork is expected and required. Detailed assignment handouts will be provided at appropriate points in the semester. *All assignments must be submitted as Microsoft Word (.docx) or PDF documents but no Publisher or Pages or alternative formats for documents (.jpeg and other formats for images are acceptable).*

International Issue Analysis and PR Recommendations (100 points): Building upon the readings, this project will involve the issue analysis and planning of an international PR challenge. Issue management is the proactive application of four strategic options: strategic business planning, corporate responsibility, identification (including analysis and monitoring), and issues communication (including action). The issue analysis will integrate theoretical knowledge from journal readings and application to the international issue with recommendations for targeting an objective you create for one selected global region (e.g., Europe, E. Asia & Pacific Rim, Africa, Middle East, N. America, S. America). The issue analysis is submitted as a report/paper on the date indicated in the syllabus. The paper/report will include an applied portion comprising a website URL where you "present" the issue analysis and the communication artifacts with a target audience

such as one newsletter and 2–3 fact sheets. The website can be a platform of your choice (WordPress, Weebly, Wix, Google, etc.) based on what best helps you present your message and content.

Some components may include:

- **Global Marketplace Analysis:** Case study of an international nongovernmental organization (INGO) working in the issue domain. The format includes analysis of target audience, cultural, and issue dimensions (history, geopolitical environment, relevance, impact) in an international region of your choice based on online archival research, organizational, and policy documents. Online contact with an agency/organization in that region is highly recommended and will be rewarded. This analysis should help you <u>identify</u> the different dimensions of the issue facing the INGO in the global region you are examining. Which of these identified issues is most important and relevant and should be <u>monitored</u> by the INGO? What <u>objective</u> should the INGO have in addressing this issue?
- **Corporate Web Site Analysis: C**omparison and evaluation of two INGO web sites for application of cultural framework principles to product branding and building audience and stakeholder relationships in a foreign market. May involve experiences like identifying and interviewing an international public relations member of a U.S-based nonprofit also working in the international market. The student will apply IPR principles, intercultural/global communication skills, and culture-focused website analysis. What environmental forces impact the INGO's issue management? Which action step do you recommend? What are some communication plans that will help your INGO achieve its objective? How will you communicate the response effectively with the target group in a credible form?
- **PR Artifacts:** As part of the action plan, the issues identification, monitoring, prioritization, analysis will lead to strategic decision making and action. For this assignment, you will design 3 PR artifacts (website, newsletter, and 2-3 fact sheets). The website will display your issue dimensions and your recommended action step (upload newsletter, 2–3 fact sheets advocating for the action) for the INGO to reach the target audience effectively with its message.
- **Issue Analysis paper:** Includes the above elements and presents the overall issue as a cohesive argument with issue identification, prioritization, analysis, strategy decision, and implementation (action) steps. Explains the rationale for the design of message and content in the PR artifacts. Provides the PR artifacts, including the website URL, with hardcopies (Word or PDF–not Publisher or Pages etc.) of newsletter and fact sheets included separately.

Reading Reflection + Application Exercises (20 points each on average) [RA]:

- **Reading Application (10 points):** These will be included as part of regular module work in most modules.
- **Reading Reflections (10 points):** Critical reflection, analysis, and engagement with the course readings. Due Sunday before midnight for each week when a reading is assigned on the syllabus.

GRADES
1. International Issue Analysis and PR Recommendations   55%
4. Reading Reflections + Application Exercises (RRA)   45%

Grade Breakdown
A= 90.0% and above; **B**= 80.0%-89.0%; **C**= 70.0%-79.0%; **D**= 60.0%-69.0%; **F**= 59.9% and below

I strive to enter course grades within 48 hours of their submission and major assignment grades within a week of their submission. You are responsible for monitoring your grade on My Classes. All grades are considered final 24 hours of being posted on My Classes. **You have up to 24 hours from the day grades are posted to bring any concern to my notice. Requests that bring up grade-related concerns more than 24 hours old will not be reviewed.** The review process assumes you accept the possibility the grades can be revised upward/ or downward upon review. I will not review class assignments more than 24 hours after grades are returned.

In general, grading is based on the following broad rule-of-thumb: "C" work meets the basic outlined criteria, "B" work does an excellent job of meeting the outlined criteria, and "A" work not only does an excellent job of meeting the outlined criteria, but also surpasses expectations to demonstrate innovative applications of the content that go beyond the outlined criteria. "D" work does not meet one of the basic criteria outlined for the assignment at an acceptable level, and "F" work is substandard and does not meet basic expectations on two or more of the outlined criteria.

Important Semester Dates