

Spring 2021 TENTATIVE SCHEDULE
COMM 447-701: INTERNATIONAL PR

Dates	Readings	Assignment(s)
Jan 25–Jan 31	<p style="text-align: center;"><u>MODULE # 1</u> Introduction to Course & IPR</p> Course Expectations/Overview	International Issue/NPO selection
Feb 1–Feb 7	<p style="text-align: center;"><u>MODULE # 2</u> Understanding Culture</p> Zaharna, R. S. (2000). Intercultural communication and international public relations: Exploring parallels. <i>Communication Quarterly</i> , 48, 85–100.	Reading Reflection Application (RRA) RRA-1
Feb 8–Feb 14	<p style="text-align: center;"><u>MODULE # 3</u> Fish and Water</p> Zaharna, R. S. (2001). “In-awareness” approach to international public relations. <i>Public Relations Review</i> , 27, 135–148	RRA-2
Feb 15–Feb 21	<p style="text-align: center;"><u>MODULE # 4</u> Learning to Compare, Globally</p> Sriramesh, K., Kim, Y., & Takasaki, M. (1999). Public relations in three Asian cultures: An analysis. <i>Journal of Public Relations Research</i> , 11, 271–292.	RRA-3
Feb 22–Feb 28	<p style="text-align: center;"><u>MODULE # 5</u> Feedback—1</p> Meeting with instructor to discuss International Issue Analysis project	Global Marketplace Analysis Due
Mar 1–Mar 7	<p style="text-align: center;"><u>MODULE # 6</u> Global Website Presence</p> Wurtz, E. (2005). A cross-cultural analysis of web sites from high-context cultures and low-context cultures. <i>Journal of Computer-Mediated Communication</i> , 11(1), article 13.	RRA-4
Mar 8–Mar 14	<p style="text-align: center;"><u>MODULE # 7</u> Managing Stakeholders Ethically</p> Carroll, A.B. (2004). Managing ethically with global stakeholders: A present and future challenge. <i>Academy of Management Executive</i> , 18, 114–120	RRA-5
Mar 15–Mar 21	<p style="text-align: center;"><u>MODULE # 8</u> Mini-Break (Mar 15 & Mar 16)</p> Submit Corporate Website Analysis Enjoy ☺	Corporate Website Analysis due
	<p style="text-align: center;"><u>MODULE # 9</u> Feedback—2</p>	

Mar 22–Mar 28	Feedback on International Issue Analysis and PR Recommendation	<i>Instructor Meetings/ Work on Issue Analysis project</i>
Mar 29–Apr 4	<p style="text-align: center;"><u>MODULE # 10</u> Prioritizing Priorities in IPR</p> <p>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. <i>Academy of Management Review</i>, 22, 853–886</p>	RRA-6
Apr 5–Apr 11	<p style="text-align: center;"><u>MODULE # 11</u> Globalization and Challenges for PR</p> <p>Kruckeberg, D. (1995–1996). The challenge for public relations in the era of globalization. <i>Public Relations Quarterly</i>, Winter, 7–12</p>	RRA-7
Apr 12–Apr 18	<p style="text-align: center;"><u>MODULE # 12</u> State of PR</p> <p>Synnott, G., & McKie, D. (1997). International issues in PR: Researching research and prioritizing priorities. <i>Journal of Public Relations Research</i>, 9, 259–282</p>	RRA-8
Apr 19–Apr 25	<p style="text-align: center;"><u>MODULE # 13</u> PR in a Democratic Society</p> <p>Spicer, C. H. (2000). Public relations in a democratic society: Value and values. <i>Journal of Public Relations Research</i>, 12, 115–130</p>	RRA-9
Apr 26–May 2	<p style="text-align: center;"><u>MODULE # 14</u> Feedback—3</p> <p>Feedback on International Issue Analysis and PR Recommendation</p>	Issue Analysis & PR Recommendation progress feedback (Final draft of complete assignment due)
May 3–May 5 (*Note May 5 is a Wednesday)	<p style="text-align: center;"><u>MODULE # 15</u> International Issue Analysis & PR Recommendations</p>	Final Project Submission (WED, MAY 5, by midnight).
May 6–May 12	<p><u>FINALS WEEK</u> Reflections (e.g., on your global region)</p>	