

DEREE COLLEGE SYLLABUS FOR: CN4436 Global Public Relations						
(Updated: Fall 2025)		Instruction Hours/lab hours/US Credits: 3/0/3 UK LEVEL: 6 UK CREDITS: 15				
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics CN 2202 Writing for the Media CN 2103 Introduction to Public Relations					
CATALOG DESCRIPTION:	Public relations in the global marketplace and the impact of globalization in public relations theory and practice. Global versus national/local communication strategies and tactics. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous political, economic, social and cultural settings.					
RATIONALE:	This course explores theories, practices, and issues relevant to communication and public relations on a global scale. It also looks at the role of technology, and its impact in communication. This course familiarizes the student with the challenges, theories, techniques, and tools needed to study and practice public relations at the global and regional levels in a borderless world.					
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Identify and evaluate intercultural communication theories that reflect different cultural perspectives. 2. Demonstrate and apply knowledge and understanding of the principles of international/global public relations. 3. Define and critically assess the use of public relations theory, practices, and techniques on a global level and at different settings. 4. Develop an international public relations proposal.					
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: - Classes consist of lectures and interactive learning (class discussions on contemporary or past events, as well as case studies assigned by the instructor). - Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class - Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material. - Use of a Blackboard site, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources.					
ASSESSMENT:	<table><tr><td colspan="2">Summative:</td></tr><tr><td>First assessment: First assessment: midterm examination (1-hour; problems/essay questions)</td><td>20</td></tr></table>		Summative:		First assessment: First assessment: midterm examination (1-hour; problems/essay questions)	20
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	<p><b>Formative:</b></p> <table> <tr> <td>Case studies discussion of international/Global Public Relations campaigns</td> <td>0</td> </tr> </table>	Case studies discussion of international/Global Public Relations campaigns	0		
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<p>The formative discussion of case studies aims at preparing students for their final project.</p> <p>The first assessment (midterm examination) tests Learning Outcomes 1 and 3.</p> <p>The second assessment (Portfolio/Presentation) tests Learning Outcome 2.</p> <p>The final assessment (individual project) tests Learning Outcomes 2 and 4.</p> <p>Students are required to resit failed assessments in this module.</p>					
<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <p>Alaimo, Kara, Pitch, Tweet or Engage on the Street. How to Practice Global Public Relations and Strategic Communication, Routledge, New York (2020)</p> <p><b>RECOMMENDED READING:</b></p> <p>Krishnamurthy Sriramesh (Editor), DejanVercic (Editor), The Global Public Relations Handbook: Theory, Research, and Practice (Routledge Communication Series) 1st Edition (2019)</p> <p>Duhr, Sandra (ed.). New Media and Public Relations, Peter Lang Publishing, New York, 2012</p> <p>Freitag, Alan, and Quesinberry Stokes, Ashli Quesinberry. Global Public Relations Spanning Borders, Spanning Cultures, Routledge, 2009.</p> <p>Moss, Danny, Powell, Melanie, and DeSanto, Barbara, Public Relations Cases International Perspectives, Routledge, 2010.</p>				
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>Blackboard and an active ACG email account. High standards of oral and written English for all assignments</p>				
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>Blackboard CMS; MSOffice</p>				
<p><b>WWW RESOURCES:</b></p>	<p>World Bank -<a href="http://www.worldbank.org/html/extdr/regions.htm">http://www.worldbank.org/html/extdr/regions.htm</a></p>				

<p><b>AFRICA</b></p> <p><b>LATIN AMERICA &amp; CARRIBEAN</b></p> <p><b>NORTH AMERICA &amp; EUROPE</b></p> <p><b>ASIA-EAST</b></p> <p><b>ASIA -SOUTH &amp; CENTRAL</b></p> <p><b>MIDDLE EAST</b></p>	<p>United Nations  <a href="http://www.un.org/Depts/cartographic/english/index.htm">http://www.un.org/Depts/cartographic/english/index.htm</a>  U.S. State Department (country background notes - includes history, agriculture) <a href="http://www.state.gov/r/pa/bgn/">http://www.state.gov/r/pa/bgn/</a>  American CIA Facts on File  <a href="http://www.cia.gov/cia/publications/factbook/index.html">http://www.cia.gov/cia/publications/factbook/index.html</a>  U.S. Agency for International Development (USAID) –  <a href="http://www.info.usaid.gov/regions/">http://www.info.usaid.gov/regions/</a>  U.S. Library of Congress, Country Studies - <a href="http://lcweb2.loc.gov/frd/cs">http://lcweb2.loc.gov/frd/cs</a>  Cultural Profile Project - University of Toronto  <a href="http://cwr.utoronto.ca/cultural/english/">http://cwr.utoronto.ca/cultural/english/</a>  Virtual Library, Regional Studies -<a href="http://www.vlib.org/Regional.html">http://www.vlib.org/Regional.html</a>  Champlain College - Resources on Religion  <a href="http://www.sas.upenn.edu/African_Studies/Home_Page/Country.html">http://www.sas.upenn.edu/African_Studies/Home_Page/Country.html</a></p> <p><a href="http://www.afrikaworld.net/afrel/">http://www.afrikaworld.net/afrel/</a>  <a href="http://members.aol.com/porchfour/religion/african.html">http://members.aol.com/porchfour/religion/african.html</a>  <a href="http://www.uiowa.edu/~africart/toc/people.html">http://www.uiowa.edu/~africart/toc/people.html</a>  <a href="http://dickinsg.intrasun.tcnj.edu/diaspora/topics.html">http://dickinsg.intrasun.tcnj.edu/diaspora/topics.html</a>  <a href="http://web-dubois.fas.harvard.edu/DuBois/baobab/baobab.html">http://web-dubois.fas.harvard.edu/DuBois/baobab/baobab.html</a></p> <p><a href="http://altreligion.about.com/library/weekly/aa041400c.html">http://altreligion.about.com/library/weekly/aa041400c.html</a>  <a href="http://archive.nandotimes.com/prof/caribe/caribe.com.html">http://archive.nandotimes.com/prof/caribe/caribe.com.html</a>  <a href="http://lanic.utexas.edu/las.html">http://lanic.utexas.edu/las.html</a>  <a href="http://lanic.utexas.edu/la/region/religion/p://campus.champlain.edu/library/relig.html">http://lanic.utexas.edu/la/region/religion/p://campus.champlain.edu/library/relig.html</a></p> <p><a href="http://directory.google.com/Top/Business/Marketing/Micromarketing/">http://directory.google.com/Top/Business/Marketing/Micromarketing/</a>  <a href="http://members.aol.com/porchfour/religion/nativeam.html">http://members.aol.com/porchfour/religion/nativeam.html</a></p> <p><a href="http://coombs.anu.edu.au/WWWVL-AsianStudies.html">http://coombs.anu.edu.au/WWWVL-AsianStudies.html</a>  <a href="http://www.ciolek.com/WWWVL-Buddhism.html">http://www.ciolek.com/WWWVL-Buddhism.html</a>  <a href="http://www.kokugakuin.ac.jp/ijcc/">http://www.kokugakuin.ac.jp/ijcc/</a>  <a href="http://www.friesian.com/confuci.htm">http://www.friesian.com/confuci.htm</a>  <a href="http://www.clas.ufl.edu/users/gthursby/taoism/">http://www.clas.ufl.edu/users/gthursby/taoism/</a></p> <p><a href="http://www.academicinfo.net/religindex.html">http://www.academicinfo.net/religindex.html</a>  <a href="http://www.hinduwebsite.com/">http://www.hinduwebsite.com/</a>  <a href="http://www.hindunet.org/">http://www.hindunet.org/</a>  <a href="http://www.srigurugranthsahib.org/">http://www.srigurugranthsahib.org/</a>  <a href="http://www.shamash.org/trb/judaism.html">http://www.shamash.org/trb/judaism.html</a>  <a href="http://menic.utexas.edu/menic.html">http://menic.utexas.edu/menic.html</a></p> <p><a href="http://www.arches.uga.edu/~godlas/home.html">http://www.arches.uga.edu/~godlas/home.html</a></p>
<p><b>INDICATIVE CONTENT:</b></p>	<ol style="list-style-type: none"> <li>1. Common Ground <ol style="list-style-type: none"> <li>a. Understanding the need for considering international public relations as a distinct facet of the discipline</li> <li>b. Distinguish public relations from related disciplines(marketing-advertising)</li> </ol> </li> <li>2. Evolution of the Profession <ol style="list-style-type: none"> <li>a. The roots of contemporary public relations</li> <li>b. The social, political and economic conditions influencing Global Public Relations.</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>3. Five Dimensions Societies Differ</li> <li>4. Theories and Methods <ul style="list-style-type: none"> <li>a. Theories involved in international public relations <ul style="list-style-type: none"> <li>i. Cultural theories</li> <li>ii. comparative management theories</li> <li>iii. communication theories</li> </ul> </li> <li>b. Primary research methods involved in the field</li> <li>c. Research methods for international assignments</li> </ul> </li> <li>5. Global and Local Approaches to International Public Relations</li> <li>6. Culture Is the Key</li> <li>7. Public Relations on Global Issues</li> <li>8. The State of the Public Relations Profession <ul style="list-style-type: none"> <li>a. Global Public Relations for Governments</li> <li>b. Global Public Relations for Corporations</li> <li>c. Worldwide viewpoints on public relations <ul style="list-style-type: none"> <li>i. Public Relations in Asia and the Pacific</li> <li>ii. Public Relations in the Middle East</li> <li>iii. Public Relations in North Africa</li> <li>iv. Public Relations in sub-Saharan Africa</li> <li>v. Public Relations in North and Latin America</li> <li>vi. Public Relations in Europe</li> </ul> </li> </ul> </li> <li>9. A Look to the Future <ul style="list-style-type: none"> <li>a. Global Media and Social Networks <ul style="list-style-type: none"> <li>i. Trends in media and communication technology.</li> <li>ii. Digital Media and Global Public Relations</li> </ul> </li> </ul> </li> </ul>
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