

DEREE COLLEGE SYLLABUS FOR: CN 4436 GLOBAL PUBLIC RELATIONS

(Previously CN 4736 International Public Relations)

US CREDITS: 3/0/3

(Updated: Fall 2020)

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 2203 Introduction to Public Relations

CATALOG DESCRIPTION:

Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings.

RATIONALE:

This course explores issues relevant to communication on a global scale. With the advance of technology, communication has become a predominant economic, social, and cross-cultural force. This course familiarizes the student with the challenges, practices, and techniques needed to study and practice public relations at an international level and in a borderless world.

LEARNING OUTCOMES:

- After taking this course students will 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 public relations.
 3. Define and critically assess the use of public relations theory, practices, and techniques on an international level.
 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:

Formative:

Case studies discussion of international Public Relations campaigns	0

Summative:

First assessment: midterm examination (1-hour; problems/essay questions)	30%
Second assessment: individual project (3,500-3,800 words)	70%

The formative discussion of case studies aims at preparing students for their final project.

	<p>The first assessment (midterm examination) tests Learning Outcomes 1 and 3.</p> <p>The second assessment (individual project) tests Learning Outcomes 2 and 4.</p> <p>Students are required to resit failed assessments in this module.</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Alaimo, Kara, Pitch, Tweet or Engage on the Street. How to Practice Global Public Relations and Strategic Communication, Routledge, New York (2017)</p> <p>RECOMMENDED READING:</p> <p>Krishnamurthy Sriramesh (Editor), DejanVercic (Editor), The Global Public Relations Handbook: Theory, Research, and Practice (Routledge Communication Series) 1st Edition (2008)</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>WWW RESOURCES:</p> <p>AFRICA</p> <p>LATIN AMERICA & CARRIBEAN</p> <p>NORTH AMERICA & EUROPE</p>	<p>World Bank -http://www.worldbank.org/html/extdr/regions.htm United Nations -http://www.un.org/Depts/cartographic/english/index.htm U.S. State Department (country background notes - includes history, agriculture)http://www.state.gov/r/pa/bgn/ American CIA Facts on File http://www.cia.gov/cia/publications/factbook/index.html U.S. Agency for International Development (USAID) – http://www.info.usaid.gov/regions/ U.S. Library of Congress, Country Studies - http://lcweb2.loc.gov/frd/cs Cultural Profile Project - University of Toronto http://cwr.utoronto.ca/cultural/english/ Virtual Library, Regional Studies -http://www.vlib.org/Regional.html Champlain College - Resources on Religion http://campus.champlain.edu/library/relig.html</p> <p>http://www.sas.upenn.edu/African_Studies/Home_Page/Country.html http://www.afrikaworld.net/afrel/ http://members.aol.com/porchfour/religion/african.html http://www.uiowa.edu/~africart/toc/people.html http://dickinsg.intrasun.tcnj.edu/diaspora/topics.html http://web-dubois.fas.harvard.edu/DuBois/baobab/baobab.html</p> <p>http://altreligion.about.com/library/weekly/aa041400c.htm http://archive.nandotimes.com/prof/caribe/caribe.com.html http://lanic.utexas.edu/las.html http://lanic.utexas.edu/la/region/religion/ http://www.latinsynergy.org/latininfo.htm</p> <p>http://directory.google.com/Top/Business/Marketing/Micromarketing/ http://members.aol.com/porchfour/religion/nativeam.html</p>

<p>ASIA-EAST</p> <p>ASIA -SOUTH & CENTRAL</p> <p>MIDDLE EAST</p>	<p>http://coombs.anu.edu.au/WWWVL-AsianStudies.html http://www.ciolek.com/WWWVL-Buddhism.html http://www.kokugakuin.ac.jp/ijcc/ http://www.friesian.com/confuci.htm http://www.clas.ufl.edu/users/gthursby/taoism/</p> <p>http://www.academicinfo.net/religindex.html http://www.hinduwebsite.com/ http://www.hindunet.org/ http://www.srigurugranthsahib.org/</p> <p>http://www.shamash.org/trb/judaism.html http://menic.utexas.edu/menic.html http://www.arches.uga.edu/~godlas/home.html</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, PowerPoint, Excel</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>All presentations using proper English (oral and written)</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Common Ground <ol style="list-style-type: none"> a. Understanding the need for considering international public relations as a distinct facet of the discipline b. Distinguish public relations from related disciplines 2. Evolution of the Profession <ol style="list-style-type: none"> a. The roots of contemporary public relations b. The social, political and economic conditions influencing International Public Relations. 3. Theories and Methods <ol style="list-style-type: none"> a. Theories involved in international public relations <ol style="list-style-type: none"> i. Cultural theories ii. comparative management theories iii. communication theories b. Primary research methods involved in the field c. Research methods for international assignments 4. Global and Local Approaches to International Public Relations 5. Culture Is the Key 6. Public Relations on Global Issues 7. The State of the Public Relations Profession <ol style="list-style-type: none"> a. Global Public Relations for Governments b. Global Public Relations for Corporations c. Worldwide viewpoints on public relations <ol style="list-style-type: none"> i. Public Relations in Asia and the Pacific ii. Public Relations in the Middle East iii. Public Relations in North Africa iv. Public Relations in sub-Saharan Africa v. Public Relations in North and Latin America vi. Public Relations in Europe 8. A Look to the Future <ol style="list-style-type: none"> a. Global Media and Social Networks <ol style="list-style-type: none"> i. Trends in media and communication technology. ii. Digital Media and International Public Relations