

DEREE COLLEGE SYLLABUS FOR:										
CN 4736 INTERNATIONAL PUBLIC RELATIONS (Updated Fall 2018)		UK LEVEL 6 UK CREDITS: 15 US CREDITS: 3/0/3								
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2202 Writing for Mass Communication CN 2203 Fundamentals of Public Relations CN 2301 Contemporary Mass Communication CN 3428 Public Relations Techniques									
CATALOG DESCRIPTION:	Public relations in the global marketplace. Global versus nationalcommunication 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 explain intercultural communication theories that reflect different cultural perspectives. 2. Demonstrate knowledge and understanding of the principles of international public relations. 3. Define the use of public relations theory, practices, and techniques on an international level. 4. Evaluate international public relations cases and provide solutions. 5. Develop an international public relations proposal.									
METHOD OFTEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none">• Class lectures, interactive learning (class discussions, group work video presentations, and practical problems solved in class.• Exercises and primary source documents are assigned ashomework, the solutions of which are reviewed in class• Office hours: students are encouraged to make full use of the officehours of their instructor, where they can ask questions, see theirexam paper, and/or go over lecture material.• Use of a blackboard site, where instructors post lecture notes,assignment instructions, announcements, and additional resources									
ASSESSMENT:	<div>Summative:<table><tr><td>Final assessment - Individual project – summative International PR proposal</td><td>60%</td></tr><tr><td>Midterm examination - 1-hour comprehensive - summative problems/essay questions</td><td>40%</td></tr></table><p>The individual project tests Learning Outcomes 2 and 5. The midterm examination tests Learning Outcomes 1, 3, and 4.</p><div>Formative:<table><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table></div><p>The formative “use your type of formative assessment” aims to prepare students for the examination.</p></div>		Final assessment - Individual project – summative International PR proposal	60%	Midterm examination - 1-hour comprehensive - summative problems/essay questions	40%				
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	The “use your type of summative assessment” tests Learning Outcomes The “ use your type of summative assessment” tests Learning Outcomes
INDICATIVE READING:	<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>Duhi, Sandra (ed.). New Media and Public Relations, Peter Lang Publishing, New York, 2012 Freitag, Alan, and Quesinberry Stokes, Ashli Quesinberry. Global Public Relations Spanning Borders, Spanning Cultures, Routledge, 2009. Krishnamurthy Sriramesh (Editor), Dejan Vercic (Editor), The Global Public Relations Handbook: Theory, Research, and Practice (Routledge Communication Series) 1st Edition (2008) Moss, Danny, Powell, Melanie, and DeSanto, Barbara, Public Relations Cases International Perspectives, Routledge, 2010.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>
COMMUNICATION REQUIREMENTS:	All presentations using proper English (oral and written)
SOFTWARE REQUIREMENTS:	Word, PowerPoint, Excel
WWW RESOURCES:	<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 <i>history, agriculture</i>) 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.htm AFRICA http://www.sas.upenn.edu/African_Studies/Home_Page/Country.html http://www.afrikaworld.net/afrel/ http://members.aol.com/porchfour/religion/african.htm 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 LATIN AMERICA & CARRIBEAN 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 NORTH AMERICA & EUROPE</p>

	<p>http://directory.google.com/Top/Business/Marketing/Micromarketing/ http://members.aol.com/porchfour/religion/nativeam.htm</p> <p>ASIA-EAST http://coombs.anu.edu.au/WWVVL-AsianStudies.html http://www.ciolek.com/WWVVL-Buddhism.html http://www.kokugakuin.ac.jp/ijcc/ http://www.friesian.com/confuci.htm http://www.clas.ufl.edu/users/gthursby/taoism/</p> <p>ASIA -SOUTH & CENTRAL http://www.academicinfo.net/religindex.html http://www.hinduwebsite.com/ http://www.hindunet.org/ http://www.srigurugranthsahib.org/</p> <p>MIDDLE EAST http://www.shamash.org/trb/judaism.html http://menic.utexas.edu/menic.html http://www.arches.uga.edu/~godlas/home.html</p>
INDICATIVE CONTENT:	<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. comparative management theories ii. communication theories iii. cultural 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 Differences in public relations between countries b. Global Public Relations for Corporations c. Public relations functions in different countries d. Worldwide viewpoints on public relations <ol style="list-style-type: none"> i. Public Relations in Asia and the Pacific South and Southeast Asia ii. Public Relations in the Middle East iii. Evolutionary Public Relations in China, Japan and South Korea iv. Public Relations in North Africa v. Public Relations Sub Saharan Africa vi. Public Relations in North and Latin America vii. 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

