

## CMAT 447: International Public Relations

Fall 2017

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Salisbury University

### COURSE READINGS:

Course readings come from primary public relations (PR) research sources as indicated on the syllabus and will be accessed via a valid SU login to the Blackwell libraries online databases. The course uses the instructor's International PR (IPR) course web site (<https://prva.wordpress.com/>) for supplemental material and resources.

#### Selected Supplemental Resources (Accessible via course Wordpress website):

- 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 Textbooks:

- Freitag, A. R., & Stokes, A. Q. (2009). *Global public relations: Spanning borders, spanning cultures*. New York, NY: Routledge.
- Parkinson, M. G., & Ekachai, D. (Eds.). (2006). *International and intercultural public relations: A campaign case approach*. Boston, MA: Allyn & Bacon.
- Sriramesh, K., & Vercic, D. (Eds.). (2003). *The global public relations handbook: Theory, research, and practice*. Mahwah, NJ: Erlbaum.
- Newsom, D. (2007). *Building the gaps in global communication*. Malden, MA: Blackwell.

## **COURSE PURPOSE AND LEARNING OUTCOMES:**

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.

CMAT 447 is an intense (but fun) learning experience requiring sustained and consistent engagement through readings, reflection, research, critique, fieldwork, and practical application of your learning. Through daily readings, engagement, and self-reflection, successful course participants will gain:

- a. Knowledge of intercultural and international PR (IPR) theoretical frameworks to inform critical understanding and insight into contemporary and future developments in IPR
- b. Insight in intercultural dialogue via experiential engagement to navigate different meaning-systems and gain competency as an effective international communicator through cultural contact
- c. Insight into the influence of culture in PR practice within the context of a global marketplace and international business
- d. Knowledge of IPR practice in specific global regions through direct interpersonal engagement with global IPR professionals
- e. Experience in designing IPR artifacts that achieve strategic IPR communication goals
- f. Intercultural and international collaboration skills through working with a community-based cultural/minority group and conducting needs assessment through the application of strategic communication planning principles
- g. Experience in crafting effective messages utilizing a country-specific approach through application of strategic IPR principles
- h. Knowledge of challenges and opportunities in navigating global relationships

*This course satisfies the following National Communication Association's Learning Outcomes in Communication (LOC):*

- *LOC #2: Employ Communication Theories, Perspectives, Principles, and Concepts*
- *LOC#3: Engage in Communication Inquiry*
- *LOC#7: Apply Ethical Communication Principles and Practices*
- *LOC#8: Utilize Communication to Embrace Difference*

## **COURSE REQUIREMENTS:**

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, reflecting upon intercultural communication through in-depth, sustained interpersonal dialogue and engagement, and through application in research and design of PR artifacts toward needs assessment of recent international immigrant community members in the city. 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.

**1. Intercultural Contact and Interaction (100 points):** Building upon Zaharna's (2000) paper, a 2 hour dialogue and engagement with an international student on a family value, social norm, business practice, and cultural practice to enhance awareness of how differences in meaning-making, interpretation, and practices in the U.S. and an international region influence ways of relating (e.g., building trust). Insightfulness, inter-cultural sensitivity, and thoughtfulness in demonstrating understanding and application of research frameworks in your interaction will be assessed. This assignment is worth 15% of the course grade.

**2. Corporate Web Site Analysis (100 points):** Compare and evaluate two corporate web sites for application of cultural framework principles to product branding and building audience relationships in a foreign market. Interview with an international public relations member of a U.S.-based MNC based in the U.S. or in the international market is preferred. Rigor, application of international PR principles, and proficiency in application of culture-focused web site analysis will be assessed. This assignment is worth 15% of the course grade.

**3. Global Marketplace Analysis (100 points):** Case study including target audience, cultural, and business ethics analysis of an international region of your choice based on archival research, organizational and policy documents, and online contact with an agency/organization in that region. This assignment is worth 15% of the course grade.

**4. Class Reflections:** Engagement through preparation with thoughtful questions, responses to class questions by instructor, class/online reflection and critique, input through sharing experiences, critique in-class exercises, and bringing in examples from relevant business and current affairs. Several weeks in the semester, we will have a discussion leader (DL) responsible for leading the discussion. Each student in the class will post their responses to thought prompts by the instructor provided online for the readings of the day before class starts. Because learning is incremental through the readings, reflections, assignments, research, interactions, and discussions through the semester, reflections is weighted higher to count for a greater proportion of the semester assessment. This assignment is worth 30% of the course grade.

**5. Research Paper (200 points):** Students bring together PR principles and cultural perspectives to addressing an issue central to recent immigrants in the city (e.g., the Hispanic or Korean recent immigrant community). The final product will demonstrate your proficiency in strategically tailoring a message to audience in a specific region to meet a well-defined goal employing design and crafting of PR artifacts and needs assessment. Presentation and a final paper are required. This assignment is worth 25% of the course grade.

**TENTATIVE SCHEDULE:**

<b>Meeting</b>	<b>Readings</b>	<b>Assignments</b>
<u>WEEK # 1</u>		
<b>Introduction and Challenges of Public Relations in a Globalized World</b>		
(T) Aug 29	Introductions, Overview	
(TR) Aug 31	Botan, C., & Taylor, M. (2004). Public relations: State of the field. <i>Journal of Communication</i> , 54, 645-661	
<u>WEEK # 2</u>		
<b>Understanding Culture</b>		
(T) Sept. 5	Zaharna, R. S. (2000). Intercultural communication and international public relations: Exploring parallels. <i>Communication Quarterly</i> , 48, 85-100.	
(TR) Sept. 7	Holtzhausen, D. R. (2000). Postmodern values in public relations. <i>Journal of Public Relations Research</i> , 12, 93-114.	Research paper topics
<u>WEEK # 3</u>		
<b>PR in a Globalized World and PR Scholarship</b>		
(T) Sept. 12	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.	Hispanic Heritage Month Festival
(TR) Sept. 14	Zaharna, R. S. (2001). "In-awareness" approach to international public relations. <i>Public Relations Review</i> , 27, 135-148.	DL-1
<u>WEEK # 4</u>		
<b>N. America</b>		
(T) Sept. 19	PR In N. America	
(TR) Sept. 21	Individual feedback and critique of research proposal	Research proposal due
<u>WEEK # 5</u>		
<b>Qualitative Research Methods</b>		
(T) Sept. 26	Archival research and qualitative research methods	
(TR) Sept. 28	Intercultural Contact and Interaction discussion and critique	Presentation and critique of intercultural contact and interaction

WEEK # 6

(T) Oct. 3 **Practicing International PR: Managing Relationships** DL-2  
 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.

(TR) Oct. 5 Exam 1

WEEK # 7**Navigating and Understanding Ethics**

(T) Oct. 10 Research Methods and analysis—instructor individual feedback *International guest (Skype) \*Tentative*

(TR) Oct. 12 Caroll, A. B. (2004). Managing ethically with global stakeholders: A present and future challenge. *Academy of Management Executive*, 18, 114-120. DL-3

WEEK # 8**Global Campaigns and Consumption**

(T) Oct. 17 Hung, C.-J. (2004). Cultural influence on relationship cultivation strategies: Multinational companies in China. *Journal of Communication Management*, 8, 264-281. DL-4

(TR) Oct. 19 Peer critique and discussion on corporate website analysis *Corporate Website Analysis due*

WEEK # 9**Constructing a Matrix of Shifting Identities**

(T) Oct. 24 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. DL-5

(TR) Oct. 26 Review (PR artifacts, messaging, design, community assessment and feedback) *Drafts of PR artifacts, needs assessment protocol*

WEEK # 10**E. Asia and the Pacific Rim, Prioritizing Priorities**

(T) Oct. 31 PR in East Asia and the Pacific Rim *International guest (Skype) \*Tentative*

(TR) Nov. 2 Synnott, G., & McKie, D. (1997). International issues in PR: Researching research and prioritizing priorities. *Journal of Public Relations Research*, 9, 259-282. DL-6

WEEK # 11

(T) Nov. 7	<b>Europe, Globalization, and Challenges for PR</b>	
	PR in Europe	
(TR) Nov. 9		DL-7
	Kruckeberg, D. (1995—1996). The challenge for public relations in the era of globalization. <i>Public Relations Quarterly</i> , Winter, 7-12.	

WEEK # 12**Africa and Middle East**

(T) Nov. 14	PR in Africa and the Middle East	
(TR) Nov. 16	Global marketplace analysis peer discussion & critique	Global Marketplace Analysis due

WEEK # 13

(T) Nov. 21	Exam # 2	
(TR) Nov. 23	Thanksgiving (Nov. 22-Nov. 24)	

WEEK # 14**PR in a Democratic Society**

(T) Nov. 28	Spicer, C. H. (2000). Public relations in a democratic society: Value and values. <i>Journal of Public Relations Research</i> , 12, 115-130.	DL-8
(TR) Nov. 30	Research paper drafts individual feedback with instructor	Research paper drafts review

WEEK # 15**Research Presentations**

(T) Dec. 5	Research presentations	Research presentations
(TR) Dec. 7	Research presentations	

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Finals Week	Submitting research paper to conferences, graduate school, careers. Final research paper due	
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