



University	University of Oklahoma
Professor	Prof. Dr. Katerina Tsetsura
Address	Gaylord College of Journalism and Mass Communication, 3505 Gaylord Hall, Norman, OK 73019, U.S.A.
Email	tsetsura@ou.edu

Global and International Public Relations

July 12 – August 4, 2024

Room: TBD

Course Description

This upper-level undergraduate (with a graduate option) course is designed to introduce students to global perspectives on public relations theory and practice. A primary goal of the course is to familiarize students with the rapid development of the public relations field in multiple regions of the world and to demonstrate opportunities the field offers to future professionals in the areas of corporate communication, international relations, government, transnational businesses, non-governmental organizations, and global public relations firms.

This seminar is designed to equip students with specific knowledge and skills for a successful start as a global public relations practitioner. In addition to learning about current issues and opportunities for public relations practices worldwide, students will examine how political, socio-economic, cultural, and historical particularities, together with a modern pop culture, influence modern public relations practice, and what role globalization plays in shaping strategic communication messages on international markets. Particular attention will be given to the role Internet plays in providing access to information and to the examination of the social media tactics that shape global public relations strategies.

This is a great elective for those who plan to work for large or mid-size communication agencies, corporations, non-profit organizations, government, or military.

Course Objectives

1. To explore various political, socio-economic, cultural, environmental, and contextual variables which determine specific public relations practices in different regions or nations.
2. To understand how public relations theory and practice developed and how the field is practiced in different countries.
3. To become aware of the different types of private and public organizations (including national and transnational, for-profit and non-profit) that use public relations strategies in a global marketplace and global public arena.
4. To introduce and analyze the phenomenon of media transparency and its application for the public relations profession and practice in a global world.
5. To analyze and discuss actual case studies and/or campaigns.
6. To examine how multiculturalism and diversity impact global public relations theory and practice.
7. To understand and be able to create an R-PIE process for a real client in multiple markets.

Required Readings (please see the reading list and the reading package)

1. van Ruler, B., Verčič, D. (2004). *Public relations and communication management in Europe: A nation-by nation introduction to public relations theory and practice*. Berlin: Mouton de Gruyter. (Intermezzos)
2. Freitag, A., & Stokes, A. Q. (2009). *Global public relations: Spanning borders, spanning cultures*. New York: Routledge.
3. Parkinson, M., & Ekachai, D. (2006). *International and intercultural public relations: A campaign case approach*. Boston: Pearson. (Certain chapters that will help you to prepare for class presentations)
4. **Additional readings will be assigned during the course for preparation for country presentations and final projects. A reading package will be available.** Readings may also be available on a password-protected iTunesU course “SPICE Global PR.”

Please note that for some days, several chapters are listed. Many of these chapters are country specific. Please know that

you are not required to read all the country-specific chapters – you will need to read only those that discuss the region and/or country you chose for your presentation. Regions and countries for presentations will be assigned the first week of class.

Public Relations Review, *The Wall Street Journal* (U.S. and European editions), *PR Week*, and IPRA’s *Frontline* and other periodicals are strongly recommended as sources for your in-class presentation.

Expectations

Public relations is about managing expectations. I expect that you will put effort in this class. I expect you to read the assigned materials, actively participate in discussions, prepare case study presentation, and complete their final professional project. I expect you come prepared for discussion every time. Always have two pens and a notebook to take notes in class as well as free sheets of paper (to write questions for quizzes). No computer or mobile devices can be used during class lectures or discussions unless the professor specifically says you can use the devices.

Attendance: This is an intensive, short seminar that mixes seminar presentations and discussions and requires full attention and attendance. DO NOT ARRIVE LATE. You will be considered absent for the day if you come later than 15 minutes. **Missing two hours of class time will lower your overall grade by 20%. Missing three or more hours will result in failure of this course.**

Assignments

Readings: You are expected to complete the readings BEFORE you come to class. There might be written assignments (that count toward the grade for discussion and participation) to check your knowledge of the material. We will have occasional quizzes to check whether you read the materials assigned. The grades for quizzes and in-class discussions will be part of your 30% “activities, class debates and discussions, quizzes.”

Discussion and participation: It is essential to actively engage in discussions and participate in class activities and conversations. You will be asked to respond to specific inquiry or comment on a specific topic. You also can expect several in-class assignments and activities. In order to get a good grade, you will need to be an active listener and participant.

Country/International Campaign Case Study Presentation: Individually or in groups of two, you will be asked to prepare and deliver in class a presentation about contemporary public relations theory and practice in a chosen country with an illustration from a recent international strategic communication campaign of a major transnational company or organization in that country. This presentation should explore opportunities and challenges PR professionals and organizations face when working in that country. The presentation should be heavily based upon assigned readings for that country, periodical publications, and other materials discussed in class. Other details will be provided the first day of class.

Individual Assignments: You will be asked to write one individual reflection paper on a specific topic to demonstrate your understanding of readings and to provide your informed analysis of readings and in-class discussions. More information will be given on the first day of class.

Final Project:

For the project, students in teams will develop a theoretical understanding of the case and discuss its practical implications for future of the company as well as communication strategies available for practitioners who work in the U.S. and European markets. The project will heavily draw upon assigned readings and materials and cases discussed in class.

Course evaluation

The evaluation of coursework will be based on the student’s performance in four areas, each which constitutes a proportion of the final grade. These include exams, group projects, and individual class assignments and discussions. The area and allocations for each are as follows:

Activities, class debates and discussions, quizzes	30pts
Cultural communication report	20pts
Country presentation	20pts
Final team project: paper and presentation	30pts
<u>Total</u>	<u>100pts</u>

A straight scale will be used to assign grades for this class: A=90-100pts; B=80-89pts; C=70-79pts; D=60-69pts; F=0-59pts.

Policies

Nature of class: Since this is an intensive course, you will be required to complete assignments in class and outside of class. This course is designed as a seminar so active participation in discussions is a must.

Special Needs: If there are any accommodations that can be made so that your learning environment is more user-friendly, please let me know as soon as possible but no later than the fourth period of class.

Academic Misconduct: Academic misconduct, dishonesty, and plagiarism will not be tolerated in this course. Plagiarism is the unacknowledged use of someone else’s words, ideas, or work, in any form. Please refer to your university’s policy on academic misconduct for more information. For instance, the University of Oklahoma defines academic misconduct as follows: “Academic misconduct includes (a) cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement; (b) assisting others in any such act; or (c) attempting to engage in such acts.”

Course 2 Global Public Relations
Schedule (please refer to the 2023 SPICE academic calendar)
Global and International Public Relations (Prof. Dr. Katerina Tsetsura)

July 8-10			TRIP TO BERLIN	PR and Adv agency visits
-----------	--	--	-----------------------	---------------------------------

Date	Day	Hours	Topic	Reading
July 12	Fri	4pm-8pm (16:00-20:00)	Introduction to the course: Syllabus review and global public relations. Introduction to Global Public Relations	Syllabus and policy
July 13	Sat	10 am- 4 pm (10:00-16:00)	Basics of Global Public Relations A Theoretical Framework for Global Public Relations	Reading pack: 1) Sriramesh & Vercic: Framework(Chapter 1) 2) Chapter 1 Global PR
July 14	Sun	10 am- 4 pm	Approaches to global and international Public Relations Research, strategy and tactics in global public relations Planning a global campaign: Goals, Objectives and beyond	Reading pack: 1) Chapter 2 Global PR 2) Review Sriramesh & Vercic: Framework (Chapter 1) 3) Ethics triad by Tsetsura and Valentini (2016)
July 19 In-class Debates Due	Fri	4 pm- 8 pm	Global Public Relations Theories Globalization of Culture Debate (review all intermezzos and be ready for an in-class debate) Media Transparency Project Introduction of the Final Project	Reading pack: 1) Ch. 3 from Freitag & Stokes 2) R&V (Intermezzos): pp. 45-55, 121-135; 217-227 309-317; 387-393; 459-465 3) “Global PR” textbook by Tsetsura and Kruckeberg In-class: WSJ Case Study
July 20	Sat	10 am- 4 pm	Global Public Relations Theories Propaganda vs. PR, Ethics, Critique Theory Development Trends in global PR Work on your Cultural Communication Report presentations	Reading pack: 1) Ch. 3 2) Aziz and Tsetsura (2018) 4) Understanding Russian Propaganda (RAND report)
July 21 Cultural Project is DUE	Sun	10 am- 4 pm	Regional particularities of public relations theory and practice Messages and Storytelling for the modern age In-class: WSJ Case Studies Overview of Strategic Public Relations Process; Ethical Decision Making Ethics and Public Relations The Agency Perspective: Handling transnational accounts	Reading pack: 1) “Global PR” textbook by Tsetsura and Kruckeberg 3) Ethics triad by Tsetsura and Valentini (2016) Readings for your country presentations
July 26	Fri	4 pm- 8 pm	European approach to public relations	Country Presentations

Country Presentations are DUE		Work on country presentation outside class	<p>Europe: United Kingdom, Germany, the Netherlands, France, Austria, Belgium Norway, Finland</p> <p>Eastern Europe: Public Relations in Poland, Russia, CIS and Baltic countries</p> <p>Southern Europe: Italy, Greece, Portugal, Spain, Turkey</p> <p>The Americas Public relations in the United States Brazil, Venezuela, Mexico</p> <p><i>In-class: WSJ Case Studies</i></p>	<p>Reading pack: 1) Tsetsura & Luoma-aho (2010) Other readings will be assigned. Readings for your country presentations</p> <p>GEO QUIZZES (complete on your own BY SUNDAY)</p>
July 27	Sat	10 am- 4 pm Watch video lectures outside class	<p>Corporate reputation and CSR</p> <p>Dominant Coalition and Management</p> <p>Social Shareholder Activism</p> <p>Africa, Middle East and India</p> <p><i>In-class: WSJ Case Studies</i></p>	<p>Country Presentations Readings for your presentations Other readings will be assigned: Communication Monitor; Global Capability Framework; Western vs. Russian approaches (All posted on the web under READINGS: WEEKS 2-3)</p>
July 28	Sun	10 am- 4 pm	<p>Social Media: Do Tactics Define Strategy?</p> <p>Global PR in the 21st Century</p> <p>Asia/Australasia Public relations in mainland China, Hong Kong, Singapore, Thailand, South Korea, and Japan</p> <p>Intro of the final project</p> <p><i>In-class: WSJ Case Studies</i></p>	<p>GEO QUIZZES DUE (complete on your own BY SUNDAY)</p> <p>Country Presentations Reading pack: Readings for your presentations Additional readings TBA</p>
August 2	Fri	4 pm-8 pm	<p>Individual/group discussions of the final project</p> <p>Work on country presentations</p> <p>Work on your final paper and project</p>	<p>Work on your final paper and project</p> <p>Complete readings for next week Readings: AMEC and Barcelona Principles for Effective Communication Evaluation</p>
August 3	Sat	10 am- 4 pm	<p>Work on your final project</p> <p>Public Diplomacy (PD)</p> <p>Current Issues in Global Public Relations</p>	<p>Work on your final project</p> <p>Readings: How to write a powerful, effective brand story; public diplomacy readings</p> <p>GLOBAL PR GAME!</p>
August 4	Sun	10 am- 4 pm	<p>Presentations of Final Projects</p> <p>Final Project Feedback</p> <p>Summary and Conclusion of Course</p>	<p>Presentations of Final Projects</p>