

COM360: International Public Relations

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information



Faculty contact information and office hours can be found on the faculty profile page.

Course Description and Outcomes



Course Description:

This course introduces students to the global perspective of public relations. The course focuses on the application of principles, models, and theories associated with international public relations. As public relations practices have changed, so has our need to explore these realms outside our borders. The course focuses on culture, identity, global regulations, communications, and ethical practices in a globalized world. Students will evaluate the moral and ethical implications of international public relations practices. Finally, future professionals will appreciate the opportunities that can be gained in this field despite the complex nature of PR practices across the globe.

Course Overview:

The purpose of this course is to introduce students to the world of international public relations. Students learn the challenges and opportunities of dealing with the publics in a globalized world. Students learn various models, principles, and theories related to international public relations. Concepts include Moments of Consumption, Four Evolutionary Models, and In-Awareness Model.

Identity and culture will be discussed extensively as they relate to world perspectives in Asia, Middle East, Latin America, and Europe. Global opportunities and challenges with multinational companies will be presented in addition to global regulations and their effects on international public relations. Finally, a discussion on moral and ethical practices will be evaluated to determine how these practices impact the field of public relations.

Course Learning Outcomes:

1. Understand the relevance of identity, culture, and evolution of public relations in a globalized world

2. Apply public relations theories, principles, and models to develop effective communication strategies and campaigns with the international publics
3. Demonstrate competency in developing campaign materials and communication strategies for a global environment
4. Evaluate the moral and ethical implications of public relations practices across the globe
5. Understand the regulatory environments and practices of different countries in relations to international public relations

Participation & Attendance



Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

Course Materials



Required:

Curtin, P.A., & Gaither, T.K. (2007). *International public relations: Negotiating culture, identity, and power*. Thousand Oaks, CA: Sage Publications. ISBN-13: 978-1412914154

Freitag, A.R., & Stokes, A.Q. (2009). *Global public relations: Spanning borders, spanning cultures*. New York, NY: Routledge. ISBN-13: 978-0415448154

Course Schedule



Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.

Week #	Readings	Assignments
1	<ul style="list-style-type: none"> Chapter 1 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapters 1 and 2 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points)
2	<ul style="list-style-type: none"> Chapters 2 and 7 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapter 3 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points) Critical Thinking (70 points)
3	<ul style="list-style-type: none"> Chapters 3 and 8 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapter 4 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points) Critical Thinking (100 points)
4	<ul style="list-style-type: none"> Chapters 4 and 5 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapter 5 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points) Portfolio Project Milestone (50 points)
5	<ul style="list-style-type: none"> Chapter 6 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapter 6 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points) Critical Thinking (100 points)
6	<ul style="list-style-type: none"> Chapters 9 and 10 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapters 7 and 8 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points) Critical Thinking (100 points)
7	<ul style="list-style-type: none"> Chapter 11 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapters 9, 10, 11 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points)
8	<ul style="list-style-type: none"> Chapter 12 of <i>International Public Relations: Negotiating Culture, Identity, and Power</i> Chapters 12, 13, 14 of <i>Global Public Relations: Spanning Borders, Spanning Cultures</i> 	<ul style="list-style-type: none"> Discussion (25 points) Opening Exercise (0 points) Mastery Exercise (10 points) Portfolio (300 points)

Assignment Details



This course includes the following assignments/projects:

Module 2

CRITICAL THINKING ASSIGNMENT (70 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option 1: Promoting Diversity in the Workplace

Many corporations today recognize the importance of incorporating diversity into their vision and mission statements. The presence of diversity in the workplace, particularly when corporations are based outside of the United States, is of utmost importance for establishing long-term relationships with international publics. Organizations recognize that, in order to maintain positive relationships with various stakeholders from diverse cultures and regions, the companies have to exhibit a genuine desire to work with a diverse population. Analyze the diversity program of a multinational company and discuss the following:

- Background information about the company.
- What is the diversity message that the company promotes?
- How does this diversity program impact the company's public relations presence within the international community?
- Why is it important to recognize diversity in the workplace?

Requirements:

- Your written paper should be 3-4 pages in length not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least three sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 2 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Option 2: Tourism and International Perceptions of a Country

Tourism is a billion-dollar business. Various countries conduct extensive public relations work to promote the resources and the sights their countries offer tourists.

Requirements:

- Your written paper should be 3-4 pages in length not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least three sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 2 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Module 3

CRITICAL THINKING ASSIGNMENT (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option 1: A Case Study on Hybrid Identities

Locate a case study that discusses the concepts of hybrid identities. Conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the specific case in terms of the formation of hybrid identities. How can individuals or organizations benefit from the creation of hybrid identities?

Here are two examples you can use for this assignment. You are free to choose other cases you have researched:

- <http://journals.sfu.ca/stream/index.php/stream/article/view/199>
- <http://www.gradnet.de/papers/pomo99.papers/Krieg99.htm>

Include the following sections in your paper:

- The APA-formatted website for this case.
- A definition of the term “hybrid” that includes a citation.
- Your own interpretation of this term. Explain this term using your own words.
- Provide background information about the individual or company.
- SWOT analysis on the case.
- Recommendation and conclusion for improving PR practices.

Option 2: Presentation on Major Cultural Metrics

You are a trainer for a global company that operates in country X. You were assigned by your boss to develop a PowerPoint presentation that introduces employees to the various major cultural metrics discussed in Chapter 4 of the Global Public Relations text. Include your own examples in the presentation to illustrate your points.

Your presentation should adhere to these standards:

- Be 10-12 slides, not including the title or reference pages.
- Each slide should have about 5-7 bulleted lines.
- Include extensive speaker notes on seven of the slides.
- In-text citations evident in the body of the slides for information or ideas taken from outside sources.
- Integrate concepts from the readings and module content.
- Include an introduction and conclusion.
- Include three visuals related to the topic that are copyright-free.
- Include at least three academic references, including one peer-reviewed article, preferably from the CSU-Global library.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least three sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library’s homepage.

Review the Module 3 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Module 4

PORTFOLIO PROJECT MILESTONE (50 points)

Be sure to review the Portfolio Project Description and Portfolio Project Rubric in the Module 8 folder for details.

Option 1: A Case Study on Hybrid Identities

Write a one-page memo where you explain your preliminary ideas for your final Portfolio Project. The memo should explain how you plan to approach your final Project Portfolio. Your memo should include the following:

- An introduction, where you discuss the country and why you chose this country.
- List the three sources you plan on using for your project.
- An annotated bibliography of 5-7 sentences per article that summarizes what the article is about.
- Your weekly timeline for completing the assignment.
- What you hope to learn from this writing this project.

Requirements:

- Your written paper should be 3-4 pages in length not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least three sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 3 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Option 2: A Case Study on Hybrid Identities

Write a one-page memo where you explain your preliminary ideas for your final portfolio project. The memo should explain how you would approach your final project portfolio. Your memo should include the following:

- An introduction, where you discuss the country and why you chose this country.
- List the three sources you plan on using for your project.
- An annotated bibliography of 5-7 sentences per article that summarizes what the article is about.
- Your weekly timeline for completing the assignment.
- What you hope to learn from this writing this project.

Requirements:

- Your written paper should be 3-4 pages in length not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least three sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.

If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Module 5

CRITICAL THINKING ASSIGNMENT (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option 1: Glocalization

Write a paper about “Glocalizing Public Relations.” Identify one corporation located outside the US that modified its products and marketing strategies to local tastes to satisfy consumers’ needs. In your paper, include the following information:

- A definition of the term “glocalization.”
- Your own interpretation of this term. Explain this term using your own words.
- Provide background information about the company.
- Provide 5-7 strategies that demonstrate how the company globalized its practices to meet the local needs.
- Add 3-4 strategies of your own to demonstrate your understanding of this concept.

Your paper should adhere to these standards:

- Be 3-4 pages in length, not including the title or reference pages. A page is about 300 words.
- Integrate concepts from the readings and module content.
- Include at least three academic references, including one peer-reviewed article, preferably from the CSU-Global library.
- Follow the CSU-Global Guide to Writing and APA.

Review the Module 5 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Option 2: Recent Developments Affecting Economy or Politics

Write a paper where an international incident that occurred within the last five years that has affected the economy or political situation in the United States. Read the section on recent developments in public relations in Chapter 6 of the *Global Public Relations: Spanning Borders, Spanning Cultures* text to guide you in writing your paper. In your paper, include the following information:

- Background information about the international incident.
- SWOT analysis of the case.
- Solutions and Recommendations.
- Conclusion.

Your paper should adhere to these standards:

- Be three to four pages in length, not including the title or reference pages. A page is about 300 words.
- Integrate concepts from the readings and module content.
- Include at least three academic references, including one peer-reviewed article, preferably from the CSU-Global library.
- Follow the CSU-Global Guide to Writing and APA.

Review the Module 5 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Module 6

CRITICAL THINKING ASSIGNMENT (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option 1: Hofstede’s Cultural Taxonomy

Based on scores for Hofstede's cultural taxonomy, brainstorm key messages that might form the core of a public health campaign, such as encouraging citizens to have their children immunized against polio. How might messages differ between, say, Japan and India? Between the Philippines and South Korea? Explain your answers.

Requirements:

- Your written paper should be 3-4 pages in length not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least three sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 6 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Option 2: Promoting Your Country

Develop a creative newsletter where you promote your country to visitors from Asian countries. Your goal is to entice citizens from Asian countries to visit your country for the purpose of promoting tourism. Your newsletter should include interesting facts that highlight the sights, resources, and general characteristics of the population. Include a 7-day itinerary a visitor might want to do that would make their visit fun and interesting.

Your newsletter should adhere to these standards:

- Be three to four pages in length, not including the title or reference pages. A page is about 300 words.
- Integrate concepts from the readings and module content.
- Include four copyright-free visuals/graphics to make the newsletter attractive.
- Include a minimum of three colors on your newsletter.
- Include at least three academic references, including one peer-reviewed article, preferably from the CSU-Global library.
- Use terms, evidence, and concepts from class readings.
- You need to cite at least three sources for this assignment, outside of the textbook. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.

Review the Module 6 Critical Thinking rubric for full details on how you will be graded on this assignment. Use the electronic resource guide, included, to support your efforts.

Module 8

Final Portfolio Project (300 Points)

Important! Read First

There are two (2) options to complete the Portfolio Project. Choose only one (1) option to complete the assignment. Identify your assignment choice in the title of your submission.

Option 1: In-Awareness Project Portfolio

Apply the In-Awareness Approach in documenting your understanding of a country's particular culture. You will first choose a country that you are interested in researching. Using the approach presented in Zaharna's article, develop a paper that discusses all the information you have researched about the country. Your goal is to identify hidden cultural assumptions and expectations that can present challenges to international public relations.

These are the main components of your final project:

- Introduction
- Country Profile
 - Political structure
 - Economic structure
 - Mass media
 - Infrastructure
 - Legal structure
 - Social structure
- Cultural Profile
 - High context vs. low context
 - Monochronic vs. polychronic
 - Doing vs. being
 - Future tense vs. past tense
 - Linear vs. non-linear
- Communication Profile
 - Verbal communication
 - Nonverbal communication
 - Visual communication
 - Rhetorical style
 - Communication matrix
- * Conclusion

Requirements:

- Your written paper should be 8-10 pages in length not counting the title and reference pages, which you must include.
- Integrate concepts, terms, and theories from the readings and module content.
- Include a table similar to Table 2 of Zaharna's article where you summarize the three profiles for country you chose.
- You need to cite at least seven sources for this assignment, outside of the textbook. Six of these sources must come from academic journals. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.
- In addition to the paper, you also need to complete a pamphlet (this is worth 100 points). This pamphlet can be aimed at any audience of your choosing. The purpose of the pamphlet is to educate your audience about the issues your species is facing and motivate them to help. Make sure you use plenty of properly-cited images. Support your pamphlet with at least two (2) references.

A grading rubric in the Module 8 folder and an electronic resource guide have been developed to support your efforts.

Option 2: Value-Orientation Method

Apply the Value-Orientation Method to understand and appreciate cultural differences around the globe. Choose two countries you are interested in researching. Using the approach presented in Gallagher's 2001 article, develop a paper that discusses all the information you have researched about these two countries. Your goal is to understand the basic differences between the two countries to appreciate cultural differences.

These are the main components of your final project:

- Introduction
- Background information about the country
- Discuss five human concerns or global issues that impact our world today. Examples of global issues include world hunger, education, global warming, cyber-terrorism, and deadly diseases, for example.
- Each human concern or global issue should include three possible responses from these countries, based on your research.
- Include a figure similar to the one presented in Gallagher's article that visually summarizes the points you wrote in your paper.
- Discuss how the VOM tool can improve international public relations practices.
- Include a conclusion to summarize your points.

Requirements:

- Your written paper should be 8-10 pages in length not counting the title and reference pages, which you must include.
- Integrate concepts, terms, and theories from the readings and module content.
- Include a table similar to Table 2 of Zaharna's article where you summarize the three profiles for the countries you chose.
- You need to cite at least seven sources for this assignment, outside of the textbook. Six of these sources must come from academic journals. The CSU-Global Library is a great place to find resources.
- Your paper must be formatted according to the CSU-Global Guide to Writing and APA.
- If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU-Global Library's homepage.
- In addition to the paper, you also need to complete a pamphlet (this is worth 100 points). This pamphlet can be aimed at any audience of your choosing. The purpose of the pamphlet is to educate your audience about the issues your species is facing and motivate them to help. Make sure you use plenty of properly-cited images. Support your pamphlet with at least two (2) references.

A grading rubric in the Module 8 folder and an electronic resource guide have been developed to support your efforts.

Course Policies



Course Grading

20% Discussion Participation
 0% Opening Exercises
 8% Mastery Exercises
 37% Critical Thinking Assignments
 35% Final Portfolio Project

Grading Scale and Policies

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9

In-Classroom Policies

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the "APA Guide & Resources" link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.