

WESTERN KENTUCKY UNIVERSITY
SYLLABUS
PR 354 International and Intercultural Public Relations

Faculty:	Vicki S. Bagwell, APR, Fellow PRSA, M.A.
Department:	Communication
Credit Hours:	3 hours
Prerequisites:	Junior Standing
Class Days / Hours:	Web with 3 class meetings 5 p.m. Tuesdays, 8/22, 9/19, 10/24
Semester:	Fall 2017
Office Phone:	(270) 745-5834
Office Hours:	T and TH 3 to 5 p.m. and by appointment
Office Address:	Mass Media & Technology Hall, Room 320
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This course covers issues and processes related to the practice of international public relations, including international public relations campaigns and business styles. Students will gain a multicultural and global perspective of public relations styles and business practices.

COURSE OBJECTIVES

At the end of the course, each student is expected to:

- Understand how to assess public relations practice in different societies;
- Comprehend relationship building and maintenance and perception management across cultures;
- Understand and apply a planning model for public relations campaigns;
- Think critically, creatively and independently;
- Understand the public relations problem-solving process and apply it to current public relations problems;
- Apply tools and technologies appropriate for public relations;
- Foster understanding of issues and perspectives that are inclusive in terms of gender, race, ethnicity and sexual orientation.

REQUIRED TEXTBOOK/RESOURCES

Global Public Relations: Spanning borders, spanning cultures, 1st Edition,
Authors: Alan R. Freitag and Ashli Quesinberry Stokes

ASSIGNMENTS/REQUIREMENTS

Students must complete reading assignments, participate actively with the discussion boards, case study analyses, and a final research project. Specific guidelines, requirements and deadlines will be provided during the semester. Students **MUST** take an active role in the learning process during this class. This online class requires attention to detail and timely completion of work.

The following is an overview of the assignments. Faculty will explain each of these assignments and the deadlines on Blackboard.

Blackboard Discussion Board – (25 percent of overall grade) Students will be expected to engage in dialogue on Blackboard's Discussion Board. Grades for the discussion section will be based on the depth of thinking and understanding portrayed in the comments. Students should read the assigned chapters and additional information, when provided, on Blackboard, and then be involved in online discussions of those topics on the Discussion Board section labeled Class Discussions. More assignment details will be posted on Blackboard.

Case Study Analysis – Faculty will assign each student an international public relations case study to analyze. An outline for this analysis will be posted on Blackboard. **(20% of overall grade)**

Media Content Analysis – Students will compile news media coverage of leading businesses with corporate offices located in an assigned international location. The process for obtaining the news media clips and the format for the analysis will be provided by faculty. Your analysis will include a three-page essay of media relations trends as determined by your research results. **(20% of overall grade)**

International PR Research Project -- You will conduct research of public relations practices, demographics, economic factors and media as well as other pertinent facts about public relations practices in an assigned country. The outline for the research project and the country assignments will be provided by faculty. **(35% of overall grade)**

PR 354 International PR does not have a final exam. Your research project serves as your final exam.

Grade Scale

90 - 100 = A

80 – 89.9 = B

70 – 79.9 = C

60 – 69.9 = D

0 – 59.9 = F

ATTENDANCE

Online students are subject to attendance policy and procedures. Student attendance in online courses is defined as active participation in the course as described in the individual course syllabus. This online course will have many weekly assignments for student participation, such as discussions and case study projects.

LAST DAY TO DROP

The last day to drop this course with a *W*, and the last day to change from credit to audit is **Wednesday, Oct. 11**. The academic calendar may be found on page 4 of the 2017 Fall Registration Guide at

http://www.wku.edu/registrar/documents/regguide_fall.pdf.

SPECIAL ACCOMMODATIONS/ STUDENT ACCESSIBILITY RESOURCE CENTER

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. The phone number is 270.745.5004 [270.745.3030 V/TTY] or email at sarc@wku.edu.

Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

ACADEMIC DISHONESTY

Plagiarism - To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism.

Disposition of Offenses - Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. *Student work may be checked using plagiarism detection software.*

Cheating - No student shall receive or give assistance not authorized by the instructor in taking a quiz or examination or in the preparation of an essay, laboratory report, problem assignment, or other project that is submitted for purposes of grade determination.