

MEJO 532.1: International Public Relations

Spring 2023

MW 2:00-3:15 p.m.

CA 141

Zoom meeting (passcode: 018870)

<https://unc.zoom.us/j/746633227>

Instructor: Dr. Suman Lee, Associate Professor

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Office Hours: By appointment

Course Description

This course aims to introduce students to the global and international perspectives of public relations. Corporations, governments, and non-government organizations (NGOs) actively seek to build and maintain mutually beneficial relationships with the publics in other countries beyond their national boundaries. Public relations agencies serve foreign clients facing a variety of issues and challenges on a global scale. The readings on international public relations, public diplomacy, global reputation management, and international media relations will be covered with practical applications and real-life cases.

Learning Objectives

Upon successful completion of this course, the student will be able to:

1. Conduct research and evaluate information about international public relations
2. Identify key global publics and analyze their characteristics
3. Plan and conduct international public relations strategies and tactics
4. Learn principles to be an effective public relations professional in a global setting

Accreditation Core Values and Competencies by this course

1. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
2. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
3. Understand concepts and apply theories in the use and presentation of images and information
4. Think critically, creatively and independently
5. Conduct research and evaluate information by methods appropriate to the communications professions in which they work

Required Text

None. Readings will be available at Sakai.

Prerequisites

None

Evaluation

The evaluation of coursework will be based on the following:

| | |
|---------------------|-----------------------|
| Exam 1 & 2 | 200 pts |
| Team project | |
| Case Report | 100 pts |
| Peer evaluation | 30 pts |
| Presentation | 20 pts |
| Class participation | 50 pts |
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| Maximum Points | 400 pts (100%) |

The grading scale is as follows:

| | | | |
|----|--------------|----|--------------|
| A | 95.00-100% | C | 73.00-76.99% |
| A- | 92.00-94.99% | C- | 70.00-72.99% |
| B+ | 87.00-91.99% | D+ | 67.00-69.99% |
| B | 83.00-86.99% | D | 60.00-66.99% |
| B- | 80.00-82.99% | F | Below 60.00% |
| C+ | 77.00-79.99% | | |

There will be **no round-up**.

Class Meeting

In-person meeting is a default mode of instruction. As long as it is possible to do so safely, we will meet in person this semester. I understand the ongoing COVID-19 pandemic may require changes to this plan and will be monitoring the situation closely. If I need to change the format of the course temporarily due to outbreaks of illness, I will announce this via email and the course Sakai site.

Exam

Exam is designed to test the student's knowledge and understanding of the main ideas covered in the readings, class discussion, and class exercises. Students need to contact instructor in advance if conflict of schedule with excusable reason is anticipated. There is no make-up exam for unexcused absence.

Team Project

As a team effort, the students will produce a comprehensive international public relations case report and present it to the class. In consultation with instructor, your team will select a client organization (corporation, government, or NGO) which faces an international public relations challenge or opportunity. The key sections are; (1) background, (2) client organization overview, (3) target nation analysis, (4) SWOT analysis, (4) target publics, (5) summary and critique of current IPR activities and messages, and (6) strategic suggestions for the future. The detailed instruction will be provided.

Participation

Class participation consists of attendance, class exercise, and overall participation to class discussion. Students may take upto two unexcused absences and additional unexcused absences will result in a 10% reduction in the course grade. Students are required to submit document verification for excused absences, which fall under university guidelines.

Professionalism

Communication managers must be professional in every sense. Professionalism in this course means:

1. You are required to update yourself about current news cycle, especially business and international news related to international public relations.
2. Attending class, and team meetings held outside of class, throughout the semester.
3. Being prepared for class (including completion of readings and assignments)
4. Treating classmates with respect during discussions and other interactions. Discrimination or harassment with regard to race, gender, creed, etc., will not be tolerated.
5. Completing class and team assignments on time. Any late assignment will receive 20 percent deduction from the original grade.

Honor Code

The Honor Code, embodying the ideals of academic honesty, integrity and responsible citizenship, has governed the performance of all academic work and student conduct at the University for 125 years. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in this code and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. For more information, go here: honor.unc.edu.

Student Accommodations

If you need accommodations to participate in this course, please let the instructor know as soon as possible. If you need information about accommodations visit the Accessibility Services website at accessibility.unc.edu. Using recording devices in class is

subject to accessibility approval (<https://ars.unc.edu/faculty-staff/students-using-recording-devices-class>).

Diversity

The University's policy statements on Equal Employment Opportunity and Nondiscrimination are outlined at <http://policy.sites.unc.edu/files/2013/04/nondiscrim.pdf>. In summary, UNC does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression or disabilities.

Harassment

UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, dos@unc.edu or 919.966.4042.

Use of Laptops and Other Technology

You are required bring your laptops or tablets for class participation, lecture quizzes, note-taking, research, and other work as assigned in class. However, to minimize distractions, please do not use your laptop for non-class activities (e.g. Facebook, iMessage, etc.). You should not be on your phone during class for non-lecture related activities.

Form

All writing assignments should be (1) submitted on letter size paper; (2) printed on one side of the page only; (3) prepared in a Times New Roman 12-point typeface; and (4) one inch margin at all sides, and (5) double-spaced.

Course Schedule

The following is a tentative outline of topics over the course of the semester and is subject to change by the instructor.

| Week | Date | Topics | Readings |
|-------------|--------------|--|--------------------|
| 1 | 1/9 1/11 | Orientation to the course What is IPR? | GPR-1 |
| 2 | 1/16 1/18 | MLK (No Class) Global Organization and PR Agency | Globalization |
| 3 | 1/23 1/25 | Global Publics Continued | Hofstede Taylor |

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|----|--------------|---|---|
| 4 | 1/30 2/1 | Country of Origin Trade Conflict | Jaffe 4 & 6 (Course Res) US beef in S. Korea (WSJ) |
| 5 | 2/6 2/8 | International Tourism Continued | Anholt, 2 & 3 (Course Res) |
| 6 | 2/13 2/15 | Well-being (No Class) Olympic Games and IPR | Manheim, 6 (Course Res) |
| 7 | 2/20 2/22 | Exam Prep Exam 1 | |
| 8 | 2/27 3/1 | International PR Crisis Continued | Apple and Samsung news Boeing 737 Max |
| 9 | 3/6 3/8 | Team Project Meeting Team Project Meeting | |
| 10 | 3/13 3/15 | Spring Break (No Class) Spring Break (No Class) | |
| 11 | 3/20 3/22 | International News International Media Relations | Shoemaker Manheim & Albritton |
| 12 | 3/27 3/29 | Public Diplomacy Cultural Diplomacy | Nye (Course Res) Schneider |
| 13 | 4/3 4/5 | The United Nations (UN) and NGOs Global Connection and Digital Age | Doh & Guay Thrail et al. |
| 14 | 4/10 4/12 | Team Project Meeting Team Project Meeting | |
| 15 | 4/17 4/19 | Exam Prep Exam 2 | |
| 16 | 4/24 4/26 | Presentation Presentation | |
| 17 | 5/1 | Final Exam Schedule and Team Project Due (Monday 8:00 a.m.) | |