

***Department of English and Communication***  
Saint Lois University Madrid Campus  
**CMM-465-M01 International Public Relations**  
**FALL 2007**

**Credits:** 3

**Professor:** Alfonso Novo Apraiz, M.A

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**OFFICE:** Padre Arrupe Hall (Top Floor)

**Class hours:** Tuesdays and Thursdays - 2:00-3:15

**Office hours:** Tuesdays and Thursdays -1:30-2:00 and by appointment.

**Overview**

With a case-study approach, this course studies public relations from a global perspective. It provides an international point of view for public relations theories, strategies and practices. It also examines cultural, social, political, and legal conditions of public relations with a special emphasis on Anglosaxon, Latin and European cultures.

The global economy has created a necessity for international public relations programs.

While the design of campaigns tends to be more global and the implementation is becoming more effective in terms of communication and management than in the past, there is still a lack in cultural adaptation.

Professional skills are no longer enough to operate in a global environment and must be accompanied by a high level of cultural sensitivity and knowledge of different cultures. There must also be an understanding of how public relations, integrated communications and consumer culture take place in other latitudes.

While creating impact is a critical objective of international communication, being understood is another. That means transmitting the adequate message for the right audience in a proper way. Technology plays an enormous role in all of this, but it is mainly a tool; the most important skill is to have the communication vision and the right knowledge of how the communication world is understood in other cultures.

**Required reading**

- How to Manage Your Global Reputation: A Guide to the Dynamics of International Public Relations by Michael Morley, New York University Press, 2002.
- Handouts and assigned reserve readings.

**Optional Readings (Available in the Library)**

- Towards the Common Good: Perspectives in International Public Relations by

Don James Tilson, Allyn & Bacon, 2003.

- International and Intercultural Public Relations: A Campaign Case Approach by Michael Parkinson, Allyn & Bacon, 2005.

- Images of nations and international public relations by Michael Kunczik, Mahwah, NJ: Erlbaum, 1996.

- Public relations research: An international perspective. London: ITP ThomsonBusiness Press, 1997.

### **Evaluation criteria:**

The course grading criteria is as follows:

- 35 % Final project (global/domestic PR campaign to introduce a new product/service/idea in a country)
- 25 % Case study analysis (example of a global company that does a good job adapting its strategy to different markets) and Communication Plan.
- 15 % Journal/article review (related to the final project)
- 25 % Attendance and participation (class assignments and readings)

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### **Class attendance policy**

More than 15 minutes of delay will be considered an absence to class.

More than 3 unjustified absences will mean a lower grade. More than 5 will mean a “W” or “F” grade.

### **Ethics**

The length of your writings is up to you as long as content is not sacrificed. Please stay within the maximum guidelines I have listed. Plagiarism is unquestionably the worst academic violation a student can commit. If you are caught utilizing material without proper reference or citation, you will receive an automatic failing grade for this course. All references must be cited as a footnote or endnote.

### **Assignments**

All written assignments must be typed on a computer in an organized format of your choice as long as it is appropriate for the information being presented. Because effective communication is a primary element of success in today’s PR practice, spelling, grammar and punctuation will be strictly enforced and graded as part of the assignment.

All assignments must be turned in on time to receive full credit. Please make prior arrangements for unusual circumstances.

**1. Reading assignments.** The text is the basis of class discussion. Read the assignment before coming to class.

Knowledge of the reading will improve your understanding of the lecture or discussion and prove useful in tackling case problems. Class participation will be observed and will be considered in the determination of the final grade. Student attitude, demonstrated ability to work with the group, enthusiasm, etc. will all be taken into account in this area.

**2. Evaluation tool, News release, public service announcements.**

During the course, students will be required to turn in an evaluation tool, sample news release, sample public service announcements. These may be tied to a specific current event, guest speaker remarks, or even the student's own individual project or "real work."

**3. Journal Article Review (2-3 pages, typed, doubled-spaced w/article link or PDF attached)**

The journal article review is designed to let you explore the field and collect research material that you will need for your final project. You will need to choose an article related to your research project and include in your review: (1) summary of the article, (2) main findings, and (3) your assessment of the content of the article.

**4. Case Study Proposal and Annotated Bibliography** (1-2 page summary of the Case Study you will be analyzing)

Requirements: (1) Briefly describe the case (PR problem), (2) state the category of communication (corporate PR, social marketing/participatory communication, and (3) provide a list of information sources for your case study along w/a few sentences describing each.

**5. Communication Plan.** Students will be expected to develop a communication plan.

**6. Final Project** -. Sections of the paper will include: (1) Introduction, (2) Country Profile, (3) Case Profile, (4) Analysis, and (5) Conclusion.

## **PROVISIONAL SYLLABUS**

### **Week-1**

### **Topic**

8/30

Introduction. Discussions on what is PR. Case Study Overview and group work selection. Review Syllabus.  
Reading Assignment: Morley, Chapter 1

### **Week- 2**

9/4-9/6

Global communication: Economical, political and cultural implications. Review Case Studies. Case Study: The Tsunami of December 2004: The Role of PRI.

Reading Assignment: Morley, Chapters 2-5, 12, and 15  
(Research)

**Week-3**

9/11-9/13 Defining International Public Relations. QUIZ -1  
Prepare Case Study Analysis Proposal.  
Reading Assignment: Morley, Chapters 6-8

**Week-4**

9/18-9/20 Comparative analysis. PR Practices in Europe and the United  
States. Guest Speaker. Case Study Proposal Due. In class  
presentations.  
Reading Assignment: Morley, Chapter 13-14

**Week-5**

9/25-9/27 Other PR practices: Latin America, Asia, Africa, Oceania.  
Case Studies Overview. Press Release Due. QUIZ-2

**Week-6**

10/2-10/4 Case study due. An example of an effective global/local strategy.  
In-class Presentations. Midterms

**Week-7**

10/9-10/11 Global PR campaigns: design, coordination and implementation.  
Prepare Individual Final Project Proposal. Field Site Visit.  
(Example: Ogilvy).  
Assignment: Activity Evaluation Tool.

**Week-8**

10/16-10/18 International Marketing / corporate public communication. Crisis  
situations. Activity Evaluation Tool Due. Case Study Overview.  
(Example: Mc Donalds, Pizza Hut, Dominos)  
Reading Assignments: Morley, Chapter 9

**Week-9**

10/23-10/25 International political public communication. US / rest of the  
world. Clip Analysis. QUIZ-3. Site Visit.(Example: Spanish  
Congress).  
Reading Assignment: Morley, Chapter 10  
Assignment: Report on Congress visit.

**Week-10**

11/4-11/8 The country image. Spain: a case study.

**Week-11**

11/13-11/15 Country profile due: What needs to be known about a country to develop a communication plan.  
Assignment: Develop a communication plan.

**Week-12**

11/20-11/22 Communication Plan due. Presentations.  
Propaganda & Information Warfare. Irak War: Government and World Media. Case Study. Journal/Article review.  
Reading Assignment: Morley, Chapter 11

**Week-13**

11/27-11/29 Case study Presentations. QUIZ-4

**Week-14**

12/4-12/11 Final papers due / Course Review and Evaluation.

**Final Exam: Tuesday, December 18 - 12:00-14:00**

**NOTE**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessary during the term of the course, the instructor will post the new information, so marked, on this syllabus, and email each student notification of the changes.

**IMPORTANT DATES:**

Tuesday, Sept. 11. Last day to drop without receiving the grade of W

Monday, November 3. Last day to drop and receive a grade of W

Tuesday, November 6. Pre-registration for Spring 2008

Holidays: Oct 12, November 1, November 9, December 6