

CCPA 3321 • COMMUNICATION IN GLOBAL CONTEXTS • J-TERM 2018

SMU MEADOWS SCHOOL OF THE ARTS • DIVISION OF CORPORATE COMMUNICATION AND PUBLIC AFFAIRS
JANUARY 8-12 & 16-18, 9 AM – NOON & 1 – 4 PM • SMU DALLAS CAMPUS, TBD

COURSE OVERVIEW

Curious to learn more about how the practice of public relations varies around the globe? Interested in exploring how corporations, NGOs, and other entities navigate political, economic, and social landscapes to communicate with stakeholders in a variety of countries? Want to get a broader understanding of public relations beyond just publicity? If so, join us. Each class member will select two regions of the world and explore communication practices, challenges, and customs in depth. We'll blend theory, practice, and current events to share insights and stretch our thinking about the intricacies of global public relations in an interdisciplinary setting. Public Relations and Strategic Communication and Corporate Communication and Public Affairs majors can earn degree credit, but all majors are welcome.

INSTRUCTOR BIO

Dr. Sandra Duhé is associate professor, director of the Public Relations and Strategic Communication program, and chair of the Division of Corporate Communication and Public Affairs, Meadows School of the Arts. She is a former public affairs manager for three multinational oil companies, including ExxonMobil, with extensive experience in corporate branding, media relations, community outreach, and crisis response. Her interdisciplinary education includes advanced degrees in business, communication, applied economics, and political economy. Dr. Duhé's research into how political economy affects organizations' public relations practices has been published in leading journals and texts.

BENEFITS

Students in this course will expand their understanding of global public relations by:

- Investigating how politics, economics, and civil society intertwine to affect public relations practice in various parts of the world
- Examining various perspectives on globalization, activism, and the role of the state in the marketplace
- Analyzing how editorial freedom and emerging media affect public relations practice
- Aligning current events with class discussions
- Interacting with a guest speaker who has extensive experience in global public relations

UNIVERSITY CURRICULUM "TAGS"

Successful completion of CCPA 3321 earns the Global Engagement (GE) and either the Pillars/Individuals, Institutions & Cultures Level 2 (for UC 2012, IIC2) or the Depth/History, Social and Behavioral Sciences (for UC 2016, Depth HSBS) tags and meets the following Student Learning Outcomes:

Students will be able to demonstrate an understanding of the material culture, underlying values, beliefs, or practices that are central to the culture(s) being visited or studied.

Students will demonstrate an understanding of specific disciplinary or professional subject matter(s) by applying research outcomes or theory about how individuals, institutions, and/or cultures shape economic, political and social experiences.

PROFESSOR

Sandra Duhé, Ph.D., MBA, APR, Fellow PRSA

Member, Arthur W. Page Society

Associate Professor, Director of Public Relations, and Chair of the Division of Corporate Communication and Public Affairs

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Office hours by appointment during J-Term. Just ask – I'm happy to help you succeed.

RATIONALE/AIM

This course investigates how the practice of public relations varies around the globe and explores how corporations, NGOs, and other entities navigate political, economic, and social landscapes to communicate with stakeholders in a variety of countries. The J-Term format offers an interactive blend of theory, practice, current events, and student presentations to share and broaden insights about the intricacies of global public relations in an interdisciplinary setting.

REQUIREMENTS, EXPECTATIONS, AND POLICIES

THREE REQUIRED TEXTS. 1) Sriramesh, K., & Verčič, D. (Eds.). (2009). *The global public relations handbook: Theory, research, and practice (expanded and revised edition)*. New York, NY: Routledge. 2) Friedman, M. (1982). *Capitalism and freedom*. Chicago, IL: The University of Chicago Press. 3) Chua, A. (2003). *World on fire: How exporting free market democracy breeds ethnic hatred and global instability*. New York, NY: Doubleday.

ALSO REQUIRED. Daily access to *The Wall Street Journal* or other national newspaper.

ATTENDANCE. I will take attendance at 9 a.m. and 1 p.m. each day. If absolutely necessary, you may miss one morning (9 a.m.- noon) or one afternoon (1-4 p.m.) session without penalty. Please note that you will be marked absent whether you miss 15 minutes or three hours, and three hours of absence may not be "accumulated" across sessions or over the course of several days. Given the condensed format of this course, any absences beyond one morning or one afternoon session can *each* result in a final grade reduction up to one letter grade (e.g., B- to C-). Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is *not* an excuse for missing a deadline.

PUNCTUALITY. I will start each class on time and finish on time. Please notify me in advance if you must arrive late or depart early, though these occurrences should be avoided. Otherwise, I will mark you as absent.

DEADLINES. To best prepare you for the realities of professional communication practice, I will not extend deadlines, and I will not accept late assignments. **Assignments turned in late and/or scheduled presentations missed will receive a grade of 0.** If you have a documented emergency, talk to me, but realize that I will uphold my policy to be fair to students who meet the deadlines. You are expected to schedule your other responsibilities and activities around the deadlines stated in this syllabus.

PERSONAL ELECTRONIC DEVICES. We all have them, and we all need them, but please use common courtesy while we are in class and keep them in silent mode. If you must take an emergency call, do so outside of the classroom.

CONDUCT. Whether online or in the classroom, our discussions will be guided by mutual respect for others and their opinions. Effective public relations practice is dependent on gathering, understanding, and learning from diverse points of view. Agreement is not essential, but civility is.

GRADING, ASSIGNMENTS, AND EXAMS. Your final course grade will be determined as follows:

Discussion questions	15%
Dramatic presentation and essay	20%
News articles and essays (2)	15%
Country presentations (2)	25%
Final exam	25%

Grading scale: 100-94 A; 93-90 A-; 89-87 B+; 86-84 B; 83-80 B-; 79-77 C+; 76-74 C; 73-70 C-; 69-67 D+; 66-64 D; 63-60 D-; 59 and below F (Please note: Final grades are not rounded, e.g., an 89.7 is a B+).

DISCUSSION QUESTIONS

For each chapter we cover in *The Global Public Relations Handbook*, you will upload to Canvas a related thought-provoking discussion question to inspire our class discussions. Each discussion question will be accompanied by a brief (2-3 sentences max) rationale for its development. In other words, succinctly explain the genesis of your thinking. **Please note: Discussion questions are due by 9 a.m. on the day we discuss those particular chapters.** See Canvas for details.

A discussion question that merely asks us to recall some bit of information from a chapter does not meet the expectations of this exercise. Get deep, bold, and stretch your thinking outside of the proverbial box so we can do the same! Incorporate concepts from previous readings, class discussions, or current events to enliven and enrich your discussion questions. We'll get a lot more out of our discussions that way.

There is a fixed grading scale for these assignments:

0 – turned in late or done with blatant disregard for the chapter assignment (i.e., “winging it”)

75 – below what’s expected of an SMU student; contains more than one writing error, inaccurate information, or is missing required elements of the exercise

90 – meets expectations of an SMU student; contains no more than one writing error, accurate information, and fully adheres to the instructions provided

100 – exceeds expectations of an SMU student; no writing errors, original thinking, clear command of material, and brings in additional sources/thoughts and/or previously covered material to enhance presentation

DRAMATIC PRESENTATION AND ESSAY

In this portion of the course, we'll have some fun comparing Milton Friedman's vs. Amy Chua's views on free market capitalism. You will upload to Canvas a two-page, double-spaced essay, **due by 9 a.m. on January 9**, in which you'll compare, contrast, and reflect on their perspectives. Draw **only** on our two assigned books (Friedman and Chua) and **clearly reference** any paraphrasing or direct quotes included. APA reference style is preferred. A References page is not required because it is understood you have only two sources.

In class on January 9, you'll provide us with a dramatic presentation that reflects the contents of your essay. Your **3-minute** presentation can take the form of a video, monologue, rap, song, poem, demonstration, or whatever else your creativity can conjure up – just be thorough, accurate, and, of course, engaging with your audience 😊. The grading scale is the same as for your discussion questions.

NEWS ARTICLES AND ESSAYS

Keeping up with current events is an important part of this course, and doing so will quickly demonstrate the “real world” relevance of what we're learning. On two occasions (per our schedule), you will post to Canvas a one-page essay explaining how a recent article (i.e., published on or after 12/15/17) from a national newspaper (not a blog, website, etc.) illustrates some specific concept(s) we've covered in this class. Your essay must include a link or other complete reference to the news article. You'll spend a few minutes presenting your article and your thinking in class. The grading scale is the same as for your discussion questions. **Please note: Essays are due by 9 a.m. on January 10 and 17.** See Canvas for details.

COUNTRY PRESENTATIONS

On two occasions (per our schedule), you will make a **14-16 minute** (note: timing may change) country-specific presentation to the class. You will select your countries on the first day of class. Design your presentation as though you are preparing everyone in the class to take a new public relations job assignment in the country you are presenting and that no one in the class has yet visited there. *Think of what a new public relations manager would want/need to know before starting work in that country.*

Email your presentation file/link (PowerPoint, Prezi, etc.) to sduhe@smu.edu by 9 a.m. on January 11 and 16. Your grade for this exercise will be tabulated as follows:

- **Overview of the state of public relations in that country** (30 possible points) – Summarize key points provided in the textbook chapter, focusing on political, economic, social, media, activism, and cultural factors that affect public relations practice.
- **Supplemental information about living in that country** (30 possible points) – Draw from sources *other than your textbook* to get your audience ready to move to this country. Provide a general overview of language(s), housing, religion(s), foods, music/art, customs/traditions, and other quality of life issues of interest. Think about how you can incorporate a “show and tell” segment in your presentation.
- **Presentation quality** (10 possible points) – Should be polished, professional, knowledgeable, informative beyond the obvious, and engaging, with effective Q&A at the end.
- **References** (30 possible points) – Provide full citations for at least two external sources (i.e., other than your textbook) used for your presentation. Zero credit if omitted.
- **Presentation time** (-5 if over/under) – 14-16 minutes. No more, no less.
- **Presentation file emailed to Dr. Duhé** (-5 if after 9 a.m. on presentation day)
- **Class favorite of the day** (+5 for most votes received) –Yes, we’ll have a winner each presentation day.

FINAL EXAM

A comprehensive, closed book, essay-based final will be given on the last day of class. A review will be held in class on the day prior to the exam. Start preparing early by summarizing the key points of readings/discussions and recognizing how the topics we cover are interrelated. Aim to be conversant about the topics we cover.

SMU COURSE POLICIES

ACADEMIC HONESTY AND MISCONDUCT: You are bound by the Honor Code and the SMU Student Code of Conduct. For complete details, see

<https://www.smu.edu/StudentAffairs/StudentLife/StudentHandbook/HonorCode>

and <http://www.smu.edu/StudentAffairs/StudentLife/StudentHandbook/ConductCode>. Ignorance is never an excuse for academic dishonesty. If you have any questions, please ask me. Acts of academic dishonesty will result in a penalty ranging from failure of an assignment to failure of the class, at my discretion.

DISABILITY ACCOMMODATIONS: Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

RELIGIOUS OBSERVANCE: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

EXCUSED ABSENCES FOR UNIVERSITY EXTRACURRICULAR ACTIVITIES: Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

WEAPONS-FREE CAMPUS: In accordance with Texas Senate Bill 11, also known as the “campus carry” law, following consultation with entire University community SMU determined to remain a weapons-free campus. Specifically, SMU prohibits possession of weapons (either openly or in a concealed manner) on campus. For more information, please see: http://www.smu.edu/BusinessFinance/Police/Weapons_Policy.”

COURSE SCHEDULE – TIMING SUBJECT TO CHANGE, BUT CONTENT/REQUIREMENTS WILL REMAIN THE SAME

Monday, January 8	9 – 10:30	Fundamentals of public relations
	10:45 – noon	Models of public relations
	1 – 2:30	Ethical considerations
	2:45 – 4	Myers Briggs analysis and country selections
Tuesday, January 9	9 – 10:30	Global framework, Sriramesh & Verčič, Chapter 1
	10:45 – noon	Political economy, Sriramesh & Verčič, Chapter 2
	1 – 2:30	Culture, Sriramesh & Verčič, Chapter 3
	2:45 – 4	Dramatic presentations: Chua v. Friedman
Wednesday, January 10	9 – 10:30	Mass media, Sriramesh & Verčič, Chapter 4
	10:45 – noon	Activism, Sriramesh & Verčič, Chapter 5
	1 – 2:30	Group exercise
	2:45 – 4	News article presentations
Thursday, January 11	9 – 10:30	Governments, Sriramesh & Verčič, Chapter 36
	10:45 – noon	TNCs, Sriramesh & Verčič, Chapter 37 NGOs, Sriramesh & Verčič, Chapter 38
	1 – 2:30	Country presentations
	2:45 – 4	Country presentations
Friday, January 12	9 – 10:30	Case study
	10:45 – noon	Case study
	1:30 – 2:30	Guest speaker: TBA
	3 – 4	Case study presentations
Tuesday, January 16	9 – 10:30	Public diplomacy, Sriramesh & Verčič, Chapter 39
	10:45 – noon	Agencies, Sriramesh & Verčič, Chapter 41
	1 – 2:30	Country presentations
	2:45 – 4	Country presentations
Wednesday, January 17	9 – 10:30	Model development
	10:45 – noon	Model development
	1 – 2:30	Roundtable discussion
	2:45 – 4	News article presentations Final exam review
Thursday, January 18	9 – noon	Final exam prep time
	1 – 4	Final exam