

Virginia Commonwealth University  
Richard T. Robertson School of Media and Culture

## **MASC 683**

Strategic PR in the Global Environment  
Summer 2015

CRN 33229  
Section 901  
Temple Building, Room 2221  
F 5:15 p.m. – 9:00 p.m.  
S 9:00 a.m. – 5:30 p.m.

### Required Text:

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

Instructor: **Rowena L. Briones, Ph.D.**  
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Class Hashtag: #VCUGlobalPR

### **Office Hours**

By appointment only – set up via email.

**Course Description:** This course examines the phenomenon of global strategic communications, including the enabling environmental factors. How to develop an integrated, holistic global communications program and how to manage such a program. (3 credit hours).

In addition to learning about and experimenting with the tools used for digital communication, you and your classmates will create a strategic global public relations video centered around a topic area chosen by the class that will incorporate several world regions. This will result in the planning, promotion, and moderation of a final Twitter chat detailing your strategies.

### **Prerequisites:**

Permission of instructor.

**Desired Learner Outcomes:**

- To demonstrate the ability to successfully collaborate with peers
- To understand the need for considering global PR as a distinct facet of the discipline and how to prepare for the profession
- To have a clear understanding of the PR theories that can be applied to global contexts
- To learn how to apply rigorous research methods to the unique global PR context
- To demonstrate strategic planning techniques related to global PR
- To understand the role of culture and cultural differences in the global PR context and how to apply cultural metrics to PR work

**E-mail:** The instructor will send messages to student VCU E-mail accounts regularly. Every student is required to know how to access his or her account and must correct any problems with it early in the semester.

Electronic mail or "email" is considered an official method for communication at VCU because it delivers information in a convenient, timely, cost effective and environmentally aware manner. Students are expected to check their official VCU email on a frequent and consistent basis in order to remain informed of university-related communications. The university recommends checking email daily. Students are responsible for the consequences of not reading, in a timely fashion, university-related communications sent to their official VCU student email account. This policy ensures that all students have access to this important form of communication. It ensures students can be reached through a standardized channel by faculty and other staff of the university as needed. Mail sent to the VCU email address may include notification of university-related actions, including disciplinary action. Please read the policy in its entirety:

<http://www.ts.vcu.edu/kb/3407.html>

**Assignments:** The class is organized into group tasks and individual tasks that are part of the final project. Collaboration and delegation will be needed in order to complete all requirements for the course.

**All assignments, grading criteria and additional materials are located on Blackboard. These materials will NOT be distributed in class. It is each student's responsibility to know how to access the site and access its contents. If there are any problems or questions, please let the instructor know.**

**Class Participation:** All students are required to participate during class discussions and group activities. Not participating will result in a grade reduction.

**Course Readings:** Some additional readings or online articles beyond the scope of the required text may be assigned in class.

## Grades and Point Distribution

Class participation	100 points
Team teaching presentation	250 points
Strategic Video	250 points
Twitter Chat	250 points
Peer Evaluations	<u>150 points</u>
	1000 points total

The point system is used to determine final grades. The grade scale is as follows:

A	900 to 1000 points
B	800 to 899 points
C	700 to 799 points
D	600 to 699 points
F	599 points or below

**Attendance, Tardiness and Class Disruption:** Since the class will only meet eight times, any student who misses a class session is advised to withdraw from the course. Missing a class session will adversely affect your participation grade. However, if inclement weather causes an absence, the instructor will assist affected students by providing alternative tasks that can be submitted online.

Tardiness will not be tolerated. Students who arrive late more than once are advised to drop the course. Arriving late more than once will adversely affect the participation grade. Each infraction will result in 10 points being deducted from the overall class participation grade.

Cell phones must be turned off during class.

Please be polite to the instructor and your classmates. For excessive talking and/or disruption, students will be asked to leave the classroom.

**Student Conduct in the Classroom:** According to the *Faculty Guide to Student Conduct in Instructional Settings*

(<http://www.assurance.vcu.edu/Policy%20Library/Faculty%20Guide%20to%20Student%20Conduct%20in%20Instructional%20Settings.pdf>), "The university is a community of learners. Students, as well as faculty, have a responsibility for creating and maintaining an environment that supports effective instruction. In order for faculty members (including graduate teaching assistants) to provide and students to receive effective instruction in classrooms, laboratories, studios, online courses, and other learning areas, the university expects students to conduct themselves in an orderly and cooperative manner." Among other things, cell phones and beepers should be turned off while in the classroom. Also, the university Rules and Procedures prohibit anyone from having "in his possession any firearm, other weapon, or explosive, regardless of whether a license to possess the same has been issued, without the written authorization of the President of the university..." For more information, visit the VCU Insider online at <https://docs.google.com/a/vcu.edu/file/d/0B7z3ZniSHWXVU1ZmcFpIQ1J2UXM/edit?pli=1>.

Certainly the expectation in this course is that students will attend class with punctuality, proper decorum, required course material, and studious involvement.

The VCU Insider contains additional important information about a number of other policies with which students should be familiar, including Guidelines on Prohibition of Sexual Harassment, Grade Review Procedure, and Ethics Policy on Computing. It also contains maps, phone numbers, and information about resources available to VCU students.

**Honor System:** The VCU Honor System policy describes the responsibilities of students, faculty and administration in upholding academic integrity, while at the same time respecting the rights of individuals to the due process offered by administrative hearings and appeals. According to this policy, "Members of the academic community are required to conduct themselves in accordance with the highest standards of academic honesty and integrity." In addition, "All members of the VCU community are presumed to have an understanding of the VCU Honor System and are required to:

- Agree to be bound by the Honor System policy and its procedures;
- Report suspicion or knowledge of possible violations of the Honor System;
- Support an environment that reflects a commitment to academic integrity;
- Answer truthfully when called upon to do so regarding Honor System cases, and,
- Maintain confidentiality regarding specific information in Honor System cases."

The Honor System in its entirety can be reviewed on the Web at <http://www.assurance.vcu.edu/Policy%20Library/VCU%20Honor%20System.pdf>. More information can also be found on the Division of Student Affairs website at [http://www.students.vcu.edu/studentconduct/students/student\\_honor\\_system.html](http://www.students.vcu.edu/studentconduct/students/student_honor_system.html).

In this class, because coursework will be collaborative at times, particular issues of integrity arise. You should not copy or print another student's work without permission. Any material (this includes IDEAS and LANGUAGE) from another source must be credited, whether that material is quoted directly, summarized, or paraphrased. In other words, you should respect the work of others and in no way present it as your own.

**Diversity:** The Robertson School is committed to diversity in all aspects of its program, including providing a climate of inclusion as well as addressing student and faculty hiring and retention, curriculum, research and scholarship, and outreach and service.

It is vital that students in this course broaden their journalism/mass communications experiences, with guidance from the instructor, by including in their course work people and subjects such as ethnic, racial and religious minorities, people with disabilities, the disadvantaged, LGBT, and other similar groups. This includes, but is not limited to, developing a sensitivity to language and images that may create an appearance of bias. The intent is to ensure that student work reflects the diversity of the community, and that students are exposed to diverse ideas and perspectives. In this class, it is the shared responsibility of the instructor and students to foster an environment that supports free expression. Specifically, this course includes discussions on segmenting, reaching, motivating and changing perceptions within and about diverse groups of people.

**Statement on Americans with Disabilities Act:** SECTION 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 as amended require that VCU provides “academic adjustments” or “reasonable accommodations” to any student who has a physical or mental impairment that substantially limits a major life activity. To receive accommodations, students must request them by contacting the Disability Support Services Office on the Monroe Park Campus (828-2253) or the Division for Academic Success on the MCV campus (828-9782). More information is available at the Disability Support Services webpage: <http://www.students.vcu.edu/dss/> or the Division for Academic Success webpage at [www.specialservices.vcu.edu/disabilityss](http://www.specialservices.vcu.edu/disabilityss).

Any student who has a disability that requires an academic accommodation should schedule a meeting with the instructor at the student’s earliest convenience. Additionally, if coursework requires the student to work in a lab environment, the student should advise the instructor or a department chairperson of any concerns that the student may have regarding safety issues related to a disability. Students should follow this procedure for all courses in the academic semester.

If you have a disability that requires an academic accommodation, please schedule a meeting with me at your earliest convenience. Additionally, if your coursework requires you to work in a lab environment, you should advise me or a department chairperson of any concerns you may have regarding safety issues related to your disability. This statement applies not only to this course but also to every other course in this University.

**Statement on Military Short-Term Training or Deployment:** If military students receive orders for short-term training or deployment, they should inform and present their orders to Military Student Services and to their professor(s). For further information on policies and procedures contact Military Services at 828-5993 or access the corresponding policies at <http://www.pubapps.vcu.edu/bulletins/about/?Default.aspx?uid=10096&iid=30704>.

**Excused Absences for Students Representing the University:** Students who represent the university (athletes and others) do not choose their schedules. Student athletes are required to attend games and/or meets. All student athletes should provide their schedules to their instructors at the beginning of the semester. The Intercollegiate Athletic Council strongly encourages faculty to treat missed classes or exams (because of a scheduling conflict) as excused absences and urges faculty to work with the students to make up the work or exam.

### **Campus Emergency information**

What to Know and Do to Be Prepared for Emergencies at VCU:

- Sign up to receive VCU text messaging alerts (<http://www.vcu.edu/alert/notify>). Keep your information up-to-date. Within the classroom, the professor will keep his or her phone on to receive any emergency transmissions.
- Know the safe evacuation route from each of your classrooms. Emergency evacuation routes are posted in on-campus classrooms.
- Listen for and follow instructions from VCU or other designated authorities. Within the classroom, follow your professor's instructions.

- Know where to go for additional emergency information (<http://www.vcu.edu/alert>).
- Know the emergency phone number for the VCU Police (828-1234). Report suspicious activities and objects.
- Keep your permanent address and emergency contact information current in eServices.

**VCU Mobile:** The VCU Mobile application is a valuable tool to get the latest VCU information on the go. The application contains helpful information including the VCU directory, events, course schedules, campus maps, athletics and general VCU news, emergency information, library resources, Blackboard and more. To download the application on your smartphone or for more information, please visit <http://m.vcu.edu>.

**Class registration required for attendance:** Students may attend only those classes for which they have registered. Faculty may not add students to class rosters. Therefore, if students are attending a class for which they have not registered, they must stop attending.

#### **Withdrawal from Classes**

Before withdrawing from classes, students should consult their instructor as well as other appropriate university offices. Withdrawing from classes may negatively impact a student's financial aid award and his or her semester charges. To discuss financial aid and the student bill, visit the Student Services Center at 1015 Harris Hall or contact a financial aid counselor at <http://www.enrollment.vcu.edu/finaid/contact.html>

#### **Student Financial Responsibility**

Students assume the responsibility of full payment of tuition and fees generated from their registration and all charges for housing and dining services, and other applicable miscellaneous charges.

**Course Schedule** (Note: this is subject to change):

<b>DAY</b>	<b>DATE</b>	<b>DISCUSSION</b>	<b>ASSIGNMENTS DUE</b>
Fri	May 15	Introduction  Discussion on Chapter 1  Project teams & discussion	
Sat	May 16	Discussion on Chapter 3-5  Strategy discussion	
Fri	May 22	<b>**NO CLASS – ICA Conference**</b>	
Sat	May 23	<b>Enjoy your Memorial Day Weekend! ☺</b>	
Fri	May 29	Guest speakers  Open Work Session	<b>Teaching Presentations: Europe &amp; Latin America</b>
Sat	May 30	Guest speakers  Open Work Session	<b>Teaching Presentations: Asia, Africa, &amp; The Middle East</b>
Fri	June 5	<b>CCI Conference</b> Remote Work Session	<b>Project Updates via Google Hangout</b>
Sat	June 6	Open Work Session	
Fri	June 12	Open Work Session	<b>Strategic Video Due</b>
Sat	June 13	Open Work Session  Twitter Chat (time TBD)	<b>Peer Evaluations Due</b>