



LOYOLA
UNIVERSITY CHICAGO

Preparing people to lead extraordinary lives

SCHOOL OF COMMUNICATION

COM422 – Global & Multinational Audiences and Stakeholders (Spring 2023, Online & Asynchronous)

Instructor: Dr/Prof Annette Willnat

Course Description: COMM422 enables students to investigate diverse audiences/stakeholders in today's globalized communities and marketplace that organizations must consider fulfilling their mission and remain relevant. The course explores the concept of globalization, the general/specific global strategy approach, where/when to employ a global or local approach and a taste of the diversity in global regions. This course equips students with an understanding of global and local audiences and stakeholders and those influenced by multiple cultures to inform the strategic communication plans they build.

Course Learning Outcomes (CLO)

Students will be required to comprehend, apply, and demonstrate through class discussions, assignments, and discussion their grasp of the following:

- A. Explain the challenges organizations and strategic communication face with globalization.
- B. Use of comparative research in strategic communication planning.
- C. Examine theories, frameworks & models used in stakeholder analysis.
- D. Explore differences among global regions, the impact on achieving the organization's mission and strategic communication.
- E. Develop an intercultural stakeholder analysis to inform strategic communication planning.
- F. Develop an intercultural strategic communication plan.
- G. Demonstrate strategic communication management decision-making informed by research.

Required Course Texts and Resources

*Alaimo, Kara. (2021). Pitch, Tweet, or Engage on the Street. Second Edition, Routledge, Taylor & Francis Group, New York, NY. ISBN:978-0-367-18852-8.

*Additional reading materials in Sakai.

Teaching Philosophy

Class learning occurs through self-directed activities, group work, reading, lectures, guest speakers, online resources, and class discussion. Weekly sessions consist of discussions of the course materials and weekly topics.

Course Expectations

Students are expected to:

*Obtain the course text/book(s).

*Review Sakai for each week's learning and assessment activities.

- Learning activities may include announcements, readings, and websites
- Assessment activities may include required class discussion, individual paper, group project, and group presentation.
- Engage in all learning and assessment activities. Engagement tools may include:

*Submit assignments into Sakai assignments when due.

*Stay informed via course updates in the course announcements in Sakai.

Course Schedule

Subject to change if necessary. Students will be notified of changes in advance. Assignments are due at the close of each week, 9 pm Chicago time on Sunday unless otherwise specified.

Note: No work is accepted after the due date.

<p>Week 1</p> <p>Jan 17-22</p>	<p>Introduction to Globalization</p> <p>Readings:</p> <ol style="list-style-type: none">1. Course syllabus2. Articles <p>Assignments:</p> <ol style="list-style-type: none">1. Post your bio and introduce yourself2. Orient yourself to the course site3. Class Discussion
<p>Week 2</p> <p>Jan 23-29</p>	<p>Global and Local Approaches to International PR</p> <p>Readings:</p> <ol style="list-style-type: none">1. Alaimo: Chapter 12. Articles <p>Assignments:</p>

	<ol style="list-style-type: none"> 1. Read the assigned readings 2. Class Discussion
Week 3 Jan 30-Feb 5	Differences in Crossing Borders: Overview Readings: <ol style="list-style-type: none"> 1. Articles Assignments: <ol style="list-style-type: none"> 1. Read the assigned readings 2. Group #1 presentation 3. Required Class Discussion
Week 4 Feb 6-12	Differences in Crossing Borders: Culture Readings: <ol style="list-style-type: none"> 1. Alaimo: Chapter 2 2. Articles Assignments: <ol style="list-style-type: none"> 1. Read the assigned readings 2. Group #2 presentation 3. Required Class Discussion
Week 5 Feb 13-19	Differences in Crossing Borders: Bridging, Managing and Evaluating Global PR Team Readings: <ol style="list-style-type: none"> 1. Alaimo: Chapter 3 2. Articles Assignments: <ol style="list-style-type: none"> 1. Read the assigned readings 2. Group #3 presentation 3. Required Class Discussion
Week 6 Feb 20-26	Global Crisis Communication Readings:

	<ol style="list-style-type: none"> 1. Alaimo: Chapter 4 2. Articles <p>Assignments:</p> <ol style="list-style-type: none"> 1. Read the assigned readings 2. Midterm Assignment due 3. No class discussion
<p>Week 7</p> <p>Feb 27-Mar 5</p>	<p>Global PR for Corporation</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Alaimo: Chapter 5 2. Articles <p>Assignments:</p> <ol style="list-style-type: none"> 1. Read the assigned readings 2. Group #4 presentation 3. Required Class Discussion
<p>Week 8</p> <p>Mar 13 -19</p>	<p>PR on Global Issues</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Alaimo: Chapter 6 2. Articles <p>Assignments:</p> <ol style="list-style-type: none"> 1. Read the assigned readings 2. Group #5 presentation 3. Required Class Discussion
<p>Week 9</p> <p>Mar 20-26</p>	<p>Global PR for Government</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Alaimo: Chapter 7 2. Articles <p>Assignments:</p> <ol style="list-style-type: none"> 1. Read the assigned readings 2. Individual Paper due

	3. Required Class Discussion
Week 10 Mar 27-Apr 2	Global Media & Social Networks Readings: <ol style="list-style-type: none"> 1. Alaimo: Chapter 8 2. Articles Assignments: <ol style="list-style-type: none"> 1. Read the assigned readings 2. Group #6 presentation 3. Required Class Discussion
April 3-5	Self-Work: Research on Global PR in different countries
April 6-10	Easter Holiday: No Class
Week 11 Apr 10-16	Global PR: Asia & Pacific Readings: <ol style="list-style-type: none"> 1. Alaimo: Chapter 9 2. Articles Assignments: <ol style="list-style-type: none"> 1. Read the assigned readings 2. Required Class Discussion
Week 12 Apr 17-23	Global PR: Europe Readings: <ol style="list-style-type: none"> 1. Alaimo: Chapter 10 2. Articles Assignments: <ol style="list-style-type: none"> 1. Read the assigned readings 2. Required Class Discussion
Week 13 Apr 24-30	Global PR: Middle East & North Africa Readings:

	<ol style="list-style-type: none"> 1. Alaimo: Chapter 11 2. Articles <p>Assignments:</p> <ol style="list-style-type: none"> 1. Read the assigned readings 2. Required Class Discussion
Week 14 May 1-6	<p>Global PR: North & Latin America & Sub-Saharan Africa</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Alaimo: Chapter 12 2. Articles <p>Assignments:</p> <ol style="list-style-type: none"> 1. Read the assigned readings 2. Required Class Discussion

Grading

All course requirements will be graded on point values. The total point value for the course is 1,000 points. The points/weight of each requirement is:

Assignment Title	Gradebook Assignment Type	Individual or Team	Grading Scale	Percentage of Total Grade
Participation	Class Discussion	Individual	100%	10%
Case Study and presentation	Group Project	Team	100%	20%
Group work peer evaluation	Peer Evaluation	Team	100%	5%
Midterm Assignment	Midterm Assignment	Individual	100%	30%
Research Paper	Paper	Individual	100%	35%
Total				100%

A letter grade will be assigned at the end of the course based on the total points gained using the table below.

Letter Grade	Points	Percentage
A	940 - 1000	94% - 100%

A-	900 - 939	90% - 93%
B+	870 - 899	87% - 89%
B	840 - 869	84% - 86%
B-	800 - 839	80% - 83%
C+	770 - 799	77% - 79%
C	740 - 769	74% - 76%
C-	700 - 739	70% - 73%
D	650 - 699	65% - 69%
F	640 or below	64% and below

Written Assignments

Midterm Assignment (30%)

A midterm assignment will be given in Week 6 of class.

Paper (35%)

Students will research a public relations campaign planned for a country other than the United States due Week 10 of class.

Case Study (20%) and Peer Evaluation (5%)

Students will be assigned to case teams and post a summary of the case. Students will also be responsible for conducting a discussion during that week, of the case, its issues, and how the team would have handled the public relations strategy and implementation. The instructor will provide additional details about the requirements and grading criteria.

Class Participation (10%)

All weekly discussion questions are related to the weekly assigned readings. Students are expected to apply the readings and their own relevant experiences in answering the questions. In addition, students are encouraged to think beyond the box. Because online discussions are asynchronous, students have an opportunity to think about and research their own and their classmates' positions. You are expected to advance your opinions in your own words and, where other's words or thoughts are used, to give appropriate citation.

For credit, participation must occur during the week in which the discussion is assigned. Weekly participation (Week 3, 4, 5, 7, 8, 9, 11, 12, 13 & 14) = 10 total (No participation points for Week 1 & 2).

The student's responsibility is to notify me at least 24 hours in advance if they expect their work to be late. Late work is accepted at my discretion and may be graded down one or more grades based on submission.

Discussion and Reflections Posts

Weekly activities may include discussion or reflection posts or both. Each week's assignment section describes the requirements for that week. Posts will be reviewed and graded weekly. Posts may include

- Providing additional information to the topic under discussion
- Sharing a personal experience on the topic under discussion
- Enhancing comments made by other students on the topic under discussion such as clarifying/paraphrasing the subject under discussion to support understanding, or
- Presenting a brief critical assessment of the issue under discussion
- Use of [hyperlinks](#), [tags](#) and [hashtags](#) to support a post.

Review the *How to "Forum" in Sakai* video to learn more. Note that Sakai now calls Forums, Discussions. Otherwise, the steps are the same

[How do I post to a Forum topic?](#)

[How do I reply to a Forum Post?](#)

Netiquette (Note: Yes, you're in the right spot if you landed on Marquette's site)

Netiquette refers to the guidelines for socially acceptable exchanges in a virtual environment. As many online courses require students to interact with one another, often over controversial issues, awareness of "how we sound" in a text-based discussion is essential. As the course progresses and you would like to suggest an addition to our community netiquette, please let me know and we can discuss it in a Forum.

Technology Help Desk

The ITS Help Desk is your single point of contact for technology support. Please contact the ITS Help Desk to help with your password self-service setup or schedule technical support, including hardware and software questions, consulting, installations, and network connection requests.

*Find the Help Desk Hours at: https://www.luc.edu/its/service/support_hours.shtml. **Call the Help Desk via telephone at 773/508-4ITS (773/508-4487)**

*Email the Help Desk at ITSServicedesk@luc.edu or HelpDesk@luc.edu.

*For general orientation to technology at Loyola, check out the Technology Roadmaps at: <http://www.luc.edu/its/resources/technologymap/>.

Student and Digital Media Resources

Digital Media Services provides access to an array of equipment and software support in Loyola's digital and multimedia lab spaces. Visit its website at <http://www.luc.edu/digitalmedia>.

University Information Security Office The University Information Security Office (UIISO) manages and advises on technology risks, policies, compliance, technology related laws, and regulations. UIISO provides incident handling services if a system or information breach occurs. The office works to keep the campus technology environment safe and productive. An information security incident is an attempted, suspected, or successful unauthorized access or misuse of University information.

Managing Life Crises and Finding Support

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/SCAA) for yourself or a peer in need of support. To learn more about the Office of the Dean of Students, please find their websites here: LUC.edu/dos or LUC.edu/CSAA. Contact: 773-508-8840 or deanofstudents@luc.edu.

School of Communication Statement on Academic Integrity (Please follow the link to review the complete statement.)

A university's fundamental mission is to search for and communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a basic tenet of the community's intellectual life. Students at Loyola University Chicago are expected to know, respect, and practice this standard of personal honesty.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

Student Accessibility Center

Any student who needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in order to meet their own needs and assignment due dates.

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for

internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording.

School of Communication Student Diversity, Equity and Inclusion

As Loyola's mission statement holds, "We are Chicago's Jesuit, Catholic University—a diverse community seeking God in all things." Together, as a community rich in diversity, we are called to "expand knowledge in the service of humanity through learning, justice and faith."

Recognizing and appreciating the diverse collection of identities, experiences, perspectives, and abilities of the students, faculty, staff, and community partners with whom we collaborate, the School of Communication commits itself to enriching academic experiences through the advancement of diversity, equity, inclusion, anti-racist, and anti-oppressive practices.

Enjoy Comm 422 (Spring 2023)!