COMM 278 International Public Relations
Summer 2020
Monday – Friday 9 a.m. – noon classroom; afternoon field trips TBD

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Instructor Office Hours
Immediately after class or by appointment

Location
International Hall
University of London
Lansdowne Terrace
London, WC1N 1AS
Phone: +44 (0)20 7 822 3000
Our classroom is a short walk from here

Overview
This intensive, two-week course explores how public relations is defined and practiced in an era of globalization. As more companies become multinational and as public issues grow worldwide in focus, communication professional work in an increasingly interconnected world.

London is home to the European headquarters of one third of the world’s largest companies and is an international public relations hub. It is an excellent place to study global brands and public relations. Students will learn to navigate this landscape through intensive classes, discussion of real-world cases, guest speakers and on-site visits to communication agencies, corporations, cultural institutions and nonprofit organizations.

Objectives
This course is designed to help prepare students for careers in public relations, advertising, communication, marketing, business, global and international studies and related fields. The objectives include:

- To develop a sense of cultural intelligence and a gain an understanding of global public relations
- To learn about best practices in developing global campaigns including measurement, research and implementation
- To contemplate how to apply general principles of good public relations in any setting
- To learn from and network with global communication experts in small group sessions
- To experience and appreciate London as a cultural and economic center

Reading/materials
There is no formal textbook. Readings and other materials will be available on Sakai. Please read the New York Times every day as part of your news diet. You can activate your free NY Times
subscription through Loyola at: http://libraries.luc.edu/nytimes. Please also review one London-based or international news source each day.

Structure
In the mornings we will discuss key concepts and issues in global public relations and advertising. Approximately every other afternoon we will visit agencies, clients and public service organizations (NGOs), gaining insights from contemporary practitioners. We will have some scheduled evening meals and activities as well as some evenings and the weekend that will be self-directed time to explore.

Grading
PESO model 25%
Global PR case 20%
Reflections 25%
Final 20%
Participation/in-class 10%

Professionalism
To foster an atmosphere of professional respect for each other and for our industry guests and hosts, please silence your mobile device. Keep it out of sight when others are talking or presenting. Also, be sure to bring a small notebook to jot down any words of wisdom during our on-site visits. For our onsite visits, dress professionally. And for everything, be prompt.

Course Hashtag
#SOCUK20

Policies
Attendance -- It is your responsibility to come to every class and field trip. Due to the intensive and carefully planned nature of the course, the instructor will take attendance. Regardless of good or bad reasons offered, present is present and absent is absent. Late attendance also counts as absent.

Late work – The exam and any of the assignments may not be made up without advance permission. If you get sick or face a personal emergency on the day an assignment is due, send the instructor an email in advance of the class or deadline. Late work will be penalized one letter grade. If the work is more than two days late, it will be graded at the instructor’s discretion. Incomplete class grades will only be given for exceptional reasons.

Schedule
This schedule is presented as tentative. Field trips may be moved as necessary by our hosts. Occasionally, breaking news may warrant class discussion. The instructor reserves the right to adjust the schedule for the good of the class.

Students accepted to the course are required to participate in two orientation briefings that will be scheduled in spring 2020.

Day 0 (Sunday, July 5)
When you are arrived and checked in, please message the instructor
Arrival dinner, 7 p.m.

**Day 1** (Monday, July 6)
Lecture 1: Procedures; expectations; getting acquainted
Lecture 2: understanding how to create influence through the PESO model
Read: A modern definition of public relations, on Sakai

**Day 2** (Tuesday, July 7)
Lecture 1: What is globalism, and how does it apply to communication?
Lecture 2: Owned media and content marketing
In-class exercise
Reading

**Day 3** (Wednesday, July 8)
Lecture 1: Earned media
Lecture 2: Paid media
In-class exercise
Afternoon group exercise: photo walk documenting environmental advertising in London
Reflection

**Day 4** (Thursday, July 9)
Lecture 1: Results/discussion from photo walk
Lecture 2: Creating social influence: shared, earned, paid
Reading

**Day 5** (Friday, July 10)
Lecture 1: Social
Lecture 2: Influencers
Due: PESO assignment
Reading

**Weekend**
On your own; please share plans and check in on return

**Day 6** (Monday, July 13)
Lecture 1: Working across borders
Lecture 2: Ethical concerns of global PR
In-class exercise
Reading: Page Center module on ethics in a global context
Reflection: Mercedes case study

**Day 7** (Tuesday, July 14)
Lecture 1: Corporate social responsibility; NGOs
Lecture 2: Strategic planning process, Barcelona Principles
Reading
Reflection
Day 8 (Wednesday, July 15)
Lecture 1: The role and work of an agency
Lecture 2: In-house vs agency
Reading: How to write a creative brief
Reflection: Creative brief

Day 9 (Thursday, July 16)
Lecture 1: Class reports
Lecture 2: Review

Day 10 (Friday, July 17)
Lecture 1: Final
Lecture 2: Takeaways/evaluation/debrief
Due: International PR case, reflection
Farewell dinner, 7 p.m.

You must check out of your room by noon on Saturday, July 18. Safe travels!

Accommodations for Students with Disabilities
Loyola University provides reasonable accommodations for students with disabilities. Any student requesting accommodations will provide the instructor with an accommodation notification from SAC, before or during the first week of class. The instructor will accommodate students’ needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates. For more information or further assistance, please call the Student Accessibility Center (SAC) at 773.508.3700.

Academic Integrity
This course follows the School of Communication’s Statement on Academic Integrity. [https://www.luc.edu/soc/academicintegrity/](https://www.luc.edu/soc/academicintegrity/)

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student’s work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
• Attempting to change answers after the examination has been submitted;

• Unauthorized collaboration, or the use in whole or part of another student’s work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;

• Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or

• Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

• Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;

• Submitting as one's own another person's unpublished work or examination material;

• Allowing another or paying another to write or research a paper for one's own benefit; or

• Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism.