

## **Comm 278 (201) International Public Relations**

Summer 2018  
Monday - Friday 9:00 a.m.– 12:00 p.m.  
Plus additional field trips, TBD

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

Professor: David Kamerer, PhD, APR  
Office: School of Communication 209  
Phone: 316.214.3466 (voice, mobile, WhatsApp)  
E-mail: [dkamerer@luc.edu](mailto:dkamerer@luc.edu) (best means of communication)  
Office Hours: Monday - Friday, 12:00 - 12:30  
I can also be available after class, online, or by appointment

Texts: *No formal textbook; readings available on Sakai*

Ongoing readings: 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 read one London-based or international news source each day.

### **Overview**

This is an immersive version of Comm 278 that meets over a two-week period in London. In the mornings we will discuss the major 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 focus on issues related to globalization and global delivery of strategic campaigns, as well as the convergence of earned (public relations) and paid (advertising) channels. We will also look closely at how digital channels have transformed how we create influence. When we're not working, we will explore London, both as a class and on our own.

### **Catalog description**

COMM 278 – International Public Relations - This course explores the growing impact of globalization on public relations. Students will explore the growth of international public relations by comparing countries, analyzing and discussing cases, and learning best practices.

### **Instructor's objectives**

- To understand how globalism has transformed public relations

- To learn best practices in developing global campaigns
- To understand how work flows from client to agency to audience
- To learn about current and emerging digital channels
- To experience and appreciate London as a cultural and economic centre

### Grading

Media cloverleaf	25%
Global PR case	25%
Reflections	20%
Final	20%
Participation/in-class	10%

### Evaluation

Loyola University Chicago uses IDEA course evaluations. These are in wide use across the United States and have been validated in diverse settings for 38 years. To learn more, visit <http://www.theideacenter.org/>.

IDEA gives the instructor some flexibility in what is evaluated and how the different dimensions of the course are weighted. I have selected this objective as *essential*:

- Developing specific skills, competencies and points of view needed by professionals in the field most closely related to this course

I have identified these objectives as *important*:

- Learning fundamental principles, generalizations or theories
- Learning to apply course material (to improve thinking, problem solving and decisions)
- Gaining factual knowledge (terminology, classifications, methods, trends)

You will complete the IDEA forms online near the end of the semester. The evaluations will help me improve my performance and the course and will help the School of Communication better evaluate our curriculum.

### Keeping in Touch

Get the most out of your professor! I am available to help you:

- During my office hours
- By email
- Online via Zoom
- By appointment at my office

Additionally, I will post digital copies of course work, links to resources and other materials on Sakai. I will also reference my blog from time to time, which is located at:

<http://davidkamerer.com>

I post job and event opportunities and other useful social links on Twitter at:  
<http://twitter.com/davidkamerer>

You should visit these locations early in the semester and bookmark them, so you'll be sure you can find information when you need it.

### **Academic Integrity**

Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:

- Cheating on exams or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
- Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
- Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.
- For closed-book exams, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
- Turning in the same work for two classes.

### **Classroom Behavior**

To help create a positive learning community, silence your cell phones and mobile devices. I prefer that you refrain from social networking during lecture. If you must, please make it class-focused and minimize its impact on your attention to class discussion. Be respectful of fellow students and be in your seat when class begins.

### **Accommodations**

Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Services for Students with Disabilities to the instructor during the first week of class; this information will be treated in complete confidence. 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. Details are available at [www.luc.edu/sswd](http://www.luc.edu/sswd).

Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

**Policies:**

It is your responsibility to come to every class and field trip. I will take attendance. My attendance records reflect present or absent. Regardless of good or bad reasons offered, present is present and absent is absent. Late attendance also counts as absent. I use an iPhone app to quickly and accurately take attendance at the beginning of each class. The data from this app becomes the definitive record of your attendance.

I treat this class as a professional setting. I will encourage professional behavior as part of the class activities. Here are some tips: Always come to class, on time (be reliable); always do your best (work hard; be good at what you do); always reach out and contribute as best as you can (show hustle; work as part of a team). On days that we take field trips, please dress professionally. These attributes will help you succeed in your career as well as in life.

No tests may be made up without advance permission. If you get sick or face a personal emergency on the day of a test or when a paper is due, you must send me an email in advance of the class or deadline (sending the email does not automatically extend your deadline). If you fail to do this you should assume the test/assignment will not be made up or that the assignment will be downgraded.

Late work will be penalized one letter grade. If the work is more than two days late, it will be graded at my discretion.

Incomplete class grades are only given for exceptional reasons.

How to earn full credit for your discretionary grade: attend class regularly, be on time, do good work, contribute to discussion, actively participate in field trips, hit your deadlines, visit your professor in office hours, work to make the class better for everyone.

## **Schedule**

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

Sunday, July 8:

When you are arrived and checked in, please message Dr. Kamerer on WhatsApp.  
Arrival dinner, 7 p.m.

### **Day 1** (Monday, July 9)

Lecture 1: Procedures; expectations; getting acquainted

Lecture 2: understanding how to create influence through the Edelman Media Cloverleaf

Afternoon: client visit: NASDAQ London (3 -5 p.m.)

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### **Day 2** (Tuesday, July 10)

Lecture 1: What is globalism, and how does it apply to communication?

Lecture 2: Owned media and content marketing

In-class exercise: comparing content-rich sites

Field trip (optional): British Museum, 1:30 – 3:30 p.m. Following, a stroll through The Regent's Park (optional)

Read: excerpt, Thomas Friedman, *The World is Flat*; Andy Crestodina, *Content Chemistry*

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### **Day 3** (Wednesday, July 11)

Lecture 1: earned and paid approaches to mainstream media

Lecture 2: how pure-play digital sites are different; earned and paid

Afternoon group exercise: photowalk documenting environmental advertising in London

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### **Day 4** (Thursday, July 12)

Lecture 1: results/discussion from photowalk

Lecture 2: creating social influence: shared, earned, paid

Afternoon: agency visit: AdParlor (3-5 p.m.)

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### **Day 5** (Friday, July 13)

Lecture 1: Social, continued.

Lecture 2: the fifth channel: organic and paid search

Afternoon: agency visit: Edelman Public Relations (3-5 p.m.)

Due: Media cloverleaf assignment

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## **Weekend**

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

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**Day 6 (Monday, July 16)**

Lecture 1: working across borders

Guest: Doug Oliver, Wizz Air, Budapest, via Skype

Lecture 2: Activity, SEO exercise

Afternoon: investing in execution, visit Cambridge Audio showroom

Following the visit at Cambridge Audio, we will visit the Tate Modern (optional)

Read blog post from Alexa.com on SEO

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**Day 7 (Tuesday, July 17)**

Lecture 1: corporate social responsibility; NGOs

Guest: Kelly Brooks, Coca-Cola, via Skype

Lecture 2: Strategic Planning Process

Read: The AMEC Integrated Strategic Model

Afternoon: visit King/WPP

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**Day 8 (Wednesday, July 18)**

Lecture 1: working with an agency

Guest: Deanna Harms, Greteman Group, via Skype

Lecture 2: Activity, writing a creative brief

Evening: West End Theatre (ticketed; optional)

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**Day 9 (Thursday, July 19)**

Lecture 1: effective client-side communication

Lecture 2: review

Afternoon: visit Ad Parlor

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**Day 10 (Friday, July 20)**

Lecture 1: final exam

Lecture 2: takeaways/evaluation/debrief

Due: International PR Case, Reflections

Afternoon: open

Friday evening: farewell dinner, 7 p.m.

You must check out of your dorm by noon on Saturday, July 21. Safe travels!