

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Fall 2018
Discipline:	Journalism and Media Communication
Course Number and Title:	JTC 350 Public Relations
Division:	Upper
Faculty Name:	Dan Berkowitz
Semester Credit Hours:	3

Prerequisites: None

COURSE DESCRIPTION

Public relations is an often-misunderstood aspect of an organization's communication with its stakeholders – most commonly equated with publicity, promotion, and communicating solely for an organization's gain. Regarding practice, public relations tends to be thought of mainly as the realm of creativity, events and media relations. Although these misperceptions are partially correct in terms of actions and accomplishments, many people overlook what goes on “under the hood” of public relations – which ideally involves a goal-oriented process that leads to strategic solutions for managing an organization's relationships with groups of stakeholders.

The course therefore begins by exploring the early roots and foundations of public relations. It then moves to an overview of the role that communication plays in shaping public opinion and how public relations interacts with society. With these elements in place, the course introduces a strategic planning process and then applies it to public relations case study solutions. An important aspect of this course within the Semester At Sea experience is to consider how public relations practitioners adapt an essentially Western practice to become more resonant with their cultures. Course requirements include exams, student-led overviews of readings, student discussions of key topics, and team-oriented case solution projects.

LEARNING OBJECTIVES

- To build an understanding of the contemporary practice of public relations in the US and globally.
- To instill a sense of ethics to guide the socially conscious practice of public relations.
- To acquire an information-based, strategic approach to the practice.
- To introduce the skills and tools used in public relations

REQUIRED TEXTBOOKS

AUTHOR: Tom Kelleher
TITLE: Public Relations (PR)
PUBLISHER: Oxford University Press
ISBN #: 978-0-19-064914-2
DATE/EDITION: 2018, first edition

AUTHOR: Alan R. Freitag & Ashli Quesinberry Stokes
TITLE: Global Public Relations: Spanning borders, spanning cultures (GPR)
PUBLISHER: Routledge
ISBN #: 978-0-415-44815-4
DATE/EDITION: 2008

TOPICAL OUTLINE OF COURSE

Depart Hamburg, Germany – September 9

A1–September 11: So What is Public Relations Anyway?
Course overview, dealing with initial perceptions, toward a working definition

A2– September 13: Setting a Foundation for Public Relations
Read PR Ch. 1: Principled Public Relations
Begin discussion and case study activities
Review background files on public relations in Spain
Background Paper due
In-class assignment: Comparing textbook definitions with perceptions

Barcelona, Spain – September 15-16

Valencia, Spain – September 17-18

A3–September 19: Complete discussion of PR Ch. 1: Principled Public Relations
Read GPR Ch. 1: Common Ground
Continue discussion and activities
Debrief port reports

A4– September 21: Looking Back at a History of PR
Read PR Ch. 2: Public Relations Models Through the Ages
Begin discussion and case study activities

Study Day – September 23: No Class

A5–September 24: Continue discussion of PR Ch. 2: Public Relations Models...
Case studies & discussion
Read GPR Ch. 2: Evolution of the Profession

A6—September 26: Public Relations in the Mix
Read PR Ch. 3: Convergence and Integrated Communication
*Review background files on public relations in Ghana,
Background Paper due*
Read GPR, Ch 10: Public Relations in Sub-Saharan Africa, pp. 178-192

Tema, Ghana — September 27-28
Takoradi, Ghana — September 29-30

Community Programming — October 2: No Class

A7—October 3: Continue discussion of PR Ch. 3: Convergence and Integrated Communication
Read GPR Ch. 3: Theories and Methods
Is PR the same as marketing and advertising?
Case studies & discussion
Debrief port reports

A8— October 5: Read PR Ch. 4: Relationship Management
Review background files on public relations in South Africa
Background paper due
Read GPR, Ch 10: Public Relations in Sub-Saharan Africa, pp. 192-196

Cape Town, South Africa — October 7-12

A9—October 13: Continue discussion of PR Ch. 4: Relationship Management
Interacting with a variety of publics
Quiz on Section I
Debrief port reports

A10—October 15: Beginning the Strategic Process
Read Ch. 5: Research
Case studies and discussion on research

Study Day —October 16: No Class

A11—October 18: More on Research, Ch. 5
Read GPR Ch. 4: Comparative Cultural Metrics
Review background files on public relations in Mauritius
Background report due
Case studies and discussion on research

Port Louis, Mauritius – October 19

Study Day –October 21: No Class

A12–October 22: The Crucial Role of Strategic Planning
Read PR Ch. 6: Planning
Read GPR Ch. 5: Structural Comparisons
Case studies and discussion on research
Debrief port reports

A13– October 24: More on Planning, PR Ch. 6
Review background files on public relations in India
Background report due
Read GPR Ch. 6: The State of the Public Relations Profession
Read GPR Ch. 7: South and Southeast Asia, pp. 117-127

Cochin, India – October 25-30

Study Day –October 31: No Class

A14–November 2: Implementing the Strategic Plan
Read PR Ch. 7: Implementation
Review background files on public relations in Myanmar
Background report due
Debrief port reports

Yangon, Myanmar – November 4-8

A15–November 9: Evaluating Success of the Plan
Read PR Ch. 8: Evaluation
Discuss Barcelona Principles
Debrief port reports

Community Programming – November 11: No Class

A16–November 12: More on Evaluation
Discussion and case studies
Quiz on Section II, Strategic Planning
Review background files on public relations in Vietnam
Background Report Due

Ho Chi Minh City, Vietnam – November 14-18

A17–November 19: Hands-on PR: Tactics
Read PR Ch. 9: Writing
Discussion and case studies
Debrief port reports

Study Day – November 21: No Class

A18– November 22: ...more Hands-on PR: Writing
Read GPR Ch. 8: Evolutionary Public Relations in China, Japan and South Korea, pp. 137-144
Discussion and cases
Review background files on public relations in China
Background Report Due

Shanghai, China – November 24-29 (Field Class Thursday, November 29)

A19–November 30: Newer PR Tools
Read PR Ch. 10: Multimedia and Mobile
Read GPR Ch. 8: Evolutionary Public Relations in China, Japan and South Korea, pp. 145-150
Discussion and cases
Debrief port reports
Review background files on public relations in Japan
Background Report Due

Kobe, Japan – December 2-6

A20– December 7: Issues and Crises
Read PR Ch. 12
Discussion and cases
Debrief port reports
Field Class paper due

A21–December 9: Global practice
Read PR Ch. 13: Global
Read GPR Ch. 14: A Look to the Future
Discussion and cases

A22–December 11: Careers
Read PR Ch. 14: Careers
Discuss career options
Work time for Case Study presentations

Study Day – December 12: No Class (International Date Line Crossing (2 days))

A23–December 13: Case Study presentations

A24– December 15: Case Study presentations

Honolulu, Hawaii – December 16

Study Day – December 18: No Class

A25–December 19: Case study presentations

Arrive San Diego, California – December 23

COMPONENTS OF THE COURSE GRADE:

Port Reports: This assignment provides a way to contextualize your class discussions and readings within the countries you are visiting. Students will keep a journal and prepare a paper for discussion related to the media climate in each port city. Details are provided in the section below about Independent Field Work.

Country Profile: A file of articles is kept online for each of the port countries. These are assigned for the day before reaching a port city. Students will explore the relevant file and write a one-page paper about the characteristics of public relations in that country. Profile reports will be discussed in class on the day the assignment is due.

Quizzes 1 & 2: The first quiz covers the first section of the course, Foundations. The second quiz covers the second section of the course, Strategy. Quizzes are not cumulative.

Field Class: This assignment provides an opportunity to connect concepts from our text and classroom discussions with practice in a specific country. Details are provided in the section below.

Case Solution Paper: Students will be assigned to small groups to present case study solutions. The assignment requires a paper and presentation to the class.

Distribution of Assignment Grades

Port Reports.....	5%
Country Profiles	5%
Quiz #1.....	20%
Quiz #2.....	20%
Field Class	20%
Class participation	10%
Case Solution paper.....	20%

FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class: An American Practice in Another Culture

The field class for this course is on Thursday, November 29 in Shanghai, China.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. This Field Class constitutes at least 20% of the contact hours for the course, and is developed and led by the instructor.

Public Relations is largely an American creation that has been transplanted to other locations and cultures. Often, public relations takes place within a multinational corporation that employs a hybrid of local and US staff members. The situation becomes challenging when the cultures of the two employee groups join together to create public relations programs for local audiences. There is a similar situation for public relations agencies in China. In any case, public relations practice needs to pay attention to China's unique cultural elements, rather than imposing what tends to work in other settings.

We begin our Field Class with a visit to the JW Marriott Hotel to meet with the Director of Communications. After a discussion of some of the challenges and sensitivities facing practitioners, we will have lunch and then go on a tour. The emphasis will be on integrated marketing, including PR, marketing, social media and digital communication. The session will address how the hotel communicates with consumers during their entire stay, such as pre-stay, the actual stay, and post-stay follow up. There will also be discussion of practices for hotel PR and marketing events, as well as media trends in China.

Students will take notes during the day on what they are learning about public relations practice in China, contrasting their observations with practice in Western settings. Notes will be typed into a two-page report, using a bullet-point format. Students will be evaluated based on a paper that identifies dimensions that moderate Chinese public relations with its Western practice. More information will be provided separately. **The paper and notes are due by December 7.**

Independent Field Assignments

Students will keep a journal of their media observations in each of the port cities. The focus should be on the media environment: the predominant forms, the issues that are raised, the availability of English-language forms. Students will produce a 1-page paper of each journal entry and submit it after returning to the ship. The paper will also reflect on the likely public relations challenges that their media observations present. Papers will be due by the first class session after returning to the ship, which will be accompanied by class discussion.

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Class participation is a vital part of your learning experience. Students are expected to engage in classroom discussions at least once per class meeting. Comments should reflect both the concepts and context of the material. Participation is worth 10% of the course grade.

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from the student's home institution verifying the accommodations received on their home campus (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FOR THE LIBRARY

None

FILM REQUEST:

None

ELECTRONIC COURSE MATERIALS

Instructor will provide electronic files captured from the Internet to facilitate development of Country Profile papers.

ADDITIONAL RESOURCES

None