

# **INTERNATIONAL PUBLIC RELATIONS**

Number of credits: 4 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

Instructor: Julia Mokerova, Associated Prof., PHD

Office Phone: +7-343-295-12-57

E-mail: novoselovaolga@urfu.ru

## **Course description**

The main goal of teaching "International Public Relations" is to give students the theoretical and practical knowledge of public relations and to develop the acquisition of knowledge about the features of PR services and departments. Among other course goals are acquaintance of students with the international and domestic experience in the field of public relations; building students' understanding of the importance and necessity of PR activity of a specialist in economic, political and social spheres of society. Tasks of the discipline: to show the importance of the work of specialists on international PR for the effective operation of the international company; identification of key mechanisms and methods used in the PR-experts on the world stage; to reveal features of PR specialist's activity; to teach the principles and the rules for international strategic company plans; to show the internal and external factors that adversely affect the activity influenced on international company and its reputation; the development of skills to manage the problems in order to prevent crises; to show how the organization works with the service; to let students study the public opinion, the public's expectations.

## **Prerequisites**

Lectures, seminars, group presentation, mid-term exam, final Exam.

## **Course outline**

Week 1. Lecture 1. The essence of the concept of international public relations.

Week 2. Lecture 2. The study of the components of international relations with the public. Identity and culture: their impact on public relations.

Week 3. Seminar 1. Effective public relations techniques in different cultures.

Week 4. Seminar 2. Effective public relations techniques in different cultures.

Week 5. Seminar 3. Access to the world's media and their control.

Week 6. Seminar 4. World media and different nations positioning.

Week 7. Seminar 5. World media and different nations positioning.

Week 8. Seminar 6. Comparative analysis of public relations of public diplomacy and strategic communications.

Week 9. Seminar 7. Comparative analysis of public relations of public diplomacy and strategic communications.

Week 10. Seminar 8. Technology of international public relations at foreign governments public.

Week 11. Seminar 9. Technologies of International Public Relations at NGOs.

Week 12. Seminar 10. The study of public relations development in the chosen country.

Week 13. Seminar 11. The study of public relations development in the chosen country.

Week 14. Seminar 12. The study of public relations development in the chosen country.

Final exam

### **Assignments**

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

### **Examination**

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

### **Course evaluation**

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

### **Core reading**

1. 1. Кривоносов А. Д. Основы теории связей с общественностью: [учебник для студентов ву-зов, обучающихся по направлению подготовки (специальности) "Связи с общественно-стью"] / А. Д. Кривоносов, О. Г. Филатова, М. А. Шишкина. — СПб. [и др.]: Питер, 2012. — 375, [1] с.

### **Recommended reading**

1. 1. PR сегодня: новые подходы, исследования, международная практика / Авт. предисл. и науч. ред. А. П. Ситников, М. П. Бочаров, В. А. Лисов; Пер. с англ. О. В. Дубицкой, В. А. Лисова, Е. Г. Масловой, А. В. Михеева. — М.: ИМИДЖ-Контакт: ИНФРА-М, 2002. — 493 с.

2. PR: Международная практика = International Public Relations: Пер. с англ. / Под ред. Сэма Блэка. — М.: Довгань, 1997. — 172 с.