

**The Chinese University of Hong Kong  
School of Journalism and Communication**

**Seminar**

**Public Relations and Globalisation**

**Comm 5723**

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**Course Description**

This course will give students a taste of the real-world of professional public relations practices and expectations by exploring at how global companies use public relations strategies, tactics and tools to break down the cross-cultural barriers when communicating with their stakeholders.

The public relations industry has undergone significant changes over the last decade due to intense competition with other marketing tools and the increasing emphasis on Return On Investment (ROI), cost efficiency and the availability of the powerful Big Data that help brand owners to achieve designed behavioural change in their audiences. The lines between public relations and other functions, such as digital marketing and promotion, are getting less and less distinctive.

The course will start with discussions on the traditional and non-traditional ways to map out an appropriate path for communicating with stakeholders, looking at their wants and needs before setting out to talk to them. It will also look at the different ways to use public relations tools to build a brand and corporate image, sustaining the cutting edge and applying these tools to different situations of product cycle.

Other aspects of public relations, such as media relations, government relations, corporate reputation management and internal communications will come to life by reviewing case studies and the practices used by different global companies. The course also explores how public relations play a key role in event marketing.

Creativity is a strong motivating force behind the evolution of the PR industry. Discussions look at ways to apply creative public relations techniques when organising activities, how to prevent 'ambush' and working closely with the marketing and other functions in an international company.

### **Learning Objectives**

Upon completion of this course, you should be able to:

- Command a good understanding of real-world public relations practices used by multi-national corporations (MNC) in different markets
- Understand and be able to map out the basic needs and wants of stakeholders
- Analyse public relations problems and provide solutions when approaching a different market

### **Course Requirements**

Individual Assignment	30 points
Group Presentation	30 points
Final Paper	30 Points
Class Participation	10 points

#### Individual Assignment: 1,000 words

The Individual Assignment tests your understanding of your stakeholders and the mapping out of the strategy to communicate with them. Students will need to focus on a global company, brand or non-government organization (NGO) in applying the discussed strategies, tactics or tools. A PowerPoint presentation is accepted but must be supplemented by speaking notes.

#### Group Presentation: 30 minutes plus 10 minutes Q&A

This task involves each group to pick an international company/brand/NGO or an event for case analysis. The presentation should include:

- A. Background research about the selected company/organisation/brand, its target stakeholders and its operating environment. A brief description of the challenges and opportunities is required.
- B. State the objective(s) of its action and the criteria for success.
- C. Discuss action details, ROI, cost efficiency, etc., whenever possible. This tests the group's ability to apply the strategies, tactics and tools discussed in the lectures.
- D. Provide handouts and invite questions from colleagues.

All group members are expected to contribute to the presentation and fielding of questions. Additional marks will be given for good presentation skills and demonstrated leadership.

#### Final Paper: Approximately 10 pages, excluding references

For the Final Paper, students will be given several topics from which to choose. The instructor will make the final decision in choice to avoid too many students working on the same subject. Students will need to collect sufficient data about selected stakeholders from books, publications, journals or web research. You can also conduct a mini-survey if you believe this will support your analysis. In the paper, the objective should be clearly stated, e.g. an event proposal or case study. The second part of the paper should specify the strategies, tactics and tools applied with sufficient details and focus before drawing a conclusion. Grading criteria will be discussed in class. An early decision on this topic may be helpful. A PowerPoint presentation is not allowed.

#### Class Participation

The participation in class discussions and in colleagues' projects will form the major part of grading in this segment. Others areas include willingness to share thoughts and opinions and whether you can answer questions about your reading.

### **Grading**

Students need to finish all required assignments to receive a passing grade. A higher score will depend on research capabilities and the demonstrated competency in analysing and applying strategies, tactics and tools discussed in class. Active participation in class discussions is

rewarded.

## **Course Guidelines**

### Professionalism

Written work should be handed in on time, which is at the beginning of class. The paper should be typed, stapled, double-spaced and in 12-point font size. Please check grammar, spelling and punctuation to avoid any reduction of grade.

### Late Work and Make-ups

Students are required to submit a hard copy of assignments and group presentations on time. Unless the instructor is informed in advance with sufficient reason, late submissions will be penalised. Delay for a group presentation will not be entertained.

### Plagiarism

All assignments must be the student's own original work. All original sources of data used in papers or group presentation must be cited. Fabrication of information is not allowed. Plagiarism and cheating are grounds for university action and will result in a university investigation at the least. CUHK has a plagiarism database. Please follow the link and feed your papers into the system for plagiarism clearance: [https://academic.veriguide.org/academic/login\\_CUHK.jsp](https://academic.veriguide.org/academic/login_CUHK.jsp). (Information on academic honesty: <http://www.cuhk/policy/academichonesty/index.htm>)

### Fabrication of Data and Recycling of Assignments

It is not acceptable to use a paper or a group presentation for two classes. The assignment that is written for this class cannot be used for other classes, unless the paper is changed significantly. Students can use data collected but in a different method or theoretical framework of interpretation.

Materials such as surveys and interviews that have been collected for a paper must be original. An assignment will be considered a fail if it is found that data is made up.

## **Course Schedule**

**January 9, 2016 - Saturday**

This session discusses the understanding of your stakeholders and the use of the 'Pull', 'Push' and 'Pass' strategies to prepare the communication plan when reaching stakeholders. You will need to find the touch points, barriers and the solution when mapping out the communication strategies, tactics and tools to achieve designed behavioural changes. MNC case studies will be used. Class discussions will involve the circumstances of a successful campaign.

### **Compulsory Reading**

1. The Marketer's Guide to Public Relations in the 21st Century, Thomas L Harris and Patricia T Whalen, published by Thomson Press.

Ref no: HKU Main Library 659.2 H31

Chapter 5: How MPR Adds Value: Push, Pull, Pass. Pp. 39-44

Chapter 6: Circumstances for Success: The Harris Grid. Pp. 45-51

2. Chartered Public Relations – Lessons from Expert Practitioners, edited by Stephen Waddington, Chartered PR, MCIPR. Published by Kogan Page Limited, 2015.

Ref no: HKU Main Library 659.2 C48

Death or Rebirth? A Digital Future of PR. Pp. 25-39

Freedom of Information: Is it Changing the Way We Do PR? Pp. 40-54

What Does It Take to Be a Global Communication Professional? Pp. 231-245

Globalization and National Economic Development, a Role of Public Relations and Communication Management. Pp. 256-259

### **January 23, 2016 - Saturday**

This session explores the marketing PR theories, tactics and tools to build brands in different product life cycles.

### **Compulsory Reading**

1. Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media, Gaetan T. Giannini, Jr. Published by Prentice Hall, c2010

(A copy is available at the General Office)

Chapter 3: MPR and the Organizations It Serves. Pp. 31-49

Chapter 4: The MPR Framework: Objectives, Target, Connectors, Message and Measure.  
Pp. 51-66

2. Chartered Public Relations: Lessons from Expert Practitioners.

Ref. no: HKU Main Library: 659.2 C48

Communicable Viruses: The Adoption of the Public Relations Professional to the Changing  
Anatomy of the Web. Pp. 127-140

Communications Micro-strategies. Pp. 141-155

### **February 20, 2016 - Saturday**

This session explores how to understand factors that drive public opinion and how they impact brands, corporate reputation and companies' assets in multi-national markets. We will look at the influence of the world-wide web on corporate reputation management, its global development and trends. Discussions also explore case studies on government relations in Asia.

### **Compulsory Reading**

1. How to Manage Your Global Reputation: A Guide to the Dynamics of International public Relations, Michael Morley. Published by J.W. Arrowsmith Ltd, 2002.

Ref. No: HKU Main Library 659.289 M8

Chapter 2: Corporate Reputation. Pp. 10-16

Chapter 3: Corporate Reputation Management. Pp. 17-27

Chapter 4: The Global Voice. Pp. 28-34

Chapter 5: Think Global, Act Local. Pp. 35-42

2. Corporate Public Affairs: Interacting with Interest Groups, Media and Governments, Otto Lerbinger. Published by Lawrence Erlbaum Associates, 2006

Ref no: HKU Main Library: 659.285 L6

An Overview of Corporate Public Affairs. Pp. 1-26

Interest Group Strategies. Pp. 27-71

Conflict Resolution: Mediation and Negotiation. Pp. 72-88

3. Winning Corporate Reputation Strategies: Lessons from Asia Pacific, edited by Mark Chong and Jin Montesano. Published by McGraw Hill, 2012

Ref no: HKU Main Library 659.2095 W77

Chapter 8: Five Roles of Social Media in Managing a Company's Reputation Challenges.

Pp. 127-144

### **March 12, 2016 – Saturday**

This session will examine the handling of media relations including promoting corporate social responsibility (CSR), managing the corporate image and tackling rumours and issues in Asia. Global media relations tactics are studied, including the use of social media. This will again involve discussion of the importance of understanding government relations in Asia.

### **Compulsory Reading**

1. Media Relations, Richard Stanton. Published by Oxford University Press, 2007.

Ref No: HKU Main Library 659.2 S7

Part 4 Evaluations and Assessment:

Chapter 11: Risk, Uncertainty, and Crisis. How to Identify and Manage Them? Pp. 191-208

Chapter 12: Measuring Successful Relationships: Approaches to Research Methods.

Pp. 211-232

2. International and Intercultural Public Relations: A Campaign Case Approach, Michael G. Parkinson. Published by Pearson, 2006.

Ref No: HKU Main Library 659.2 P2

Chapter 5: The Intercultural Communication Context: Preparation for International Public Relations. Pp. 66-84

Chapter 6: Guidelines for Successful Intercultural or International Public Relations.

Pp. 85-95

## **March 26, 2016 – Saturday**

This session will address the role of PR in the specialised event and sports management sector and the application and counter measures in ‘ambush marketing’. The whole course will end with a discussion on creativity in public relations in a globalised world.

### **Compulsory Reading**

1. The Public relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice, Alison Theaker and Heather Yaxley. Published by Routledge, 2013.

Ref no.: HKU Main Library 659.3 T374 P

Chapter 10: Business to Business. Pp. 284-298

Chapter 21: Community Relations. Pp. 299-312

2. Marketing Public Relations: A Marketer’s Approach to Public Relations and Social Media, Gaetan T Ginannini, Jr. Published by Pearson, 20120

Chapter 11: Events. Pp. 172-189

3. The Marketer’s Guide to Public Relations in the 21<sup>st</sup> Century, Thomas Harris and Patricia T Whalen. Published by Thomson Press, 2006.

Ref No: HKU Main Library 659.2 H31

Chapter 17: Sponsorship and Special Events. Pp. 180-193

Chapter 19: Building Buzz, Placing Products and Experiential Marketing. Pp. 202-214

Chapter 20: Business-to-Business MPR. Pp. 215-224

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