

COURSE: INTERNATIONAL PUBLIC RELATIONS IN A CORPORATION, NGO, OR GOVERNMENT AGENCY

Language	English
Level of Spanish required	Not required
Hours	45h
Credits	6 ECTS

Course description

In this course we will work on international public relations as a form of strategic communication that seeks to establish and maintain beneficial links between an organization, whether it is a corporation, NGO or government agency, and its audiences in other countries. We will study both the functions of international public relations and the techniques applied to achieve strategic goals according to the objectives and needs of each case. Specifically, we will analyze the conceptual factors of an organization's environment in different countries that affect public relations activities there. Having this basic knowledge should help to establish the appropriate public relations, considering the variable of the environment in a global context.

Methodology

The course methodology will be based on lectures, discussions, guest lectures, role-playing, case analysis, problem-based learning, and seminar. Activities will be done individually or in small groups in class or at home. Students will be offered the theoretical foundations of the topics and complementary readings to deepen their knowledge of the contents.

Assessment

Attendance and Participation in class: 10%

Class activities: 10%

Case study: 50%

Final exam: 30%

Syllabus

- Functions of international public relations
- Techniques for the application of international public relations
- Globalization and its influence on international public relations
- Impact of cultural differences on international public relations

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Bibliography

Brunner B. Public relations theory: application and understanding. 1st edition. Brunner BR, editor. Hoboken, NJ: John Wiley & Sons, Inc.; 2019.

Curtin PA, Gaither TK. International public relations: negotiating culture, identity, and power. Thousand Oaks, CA: SAGE Publications; 2007.

Repez F. The importance of cultural diversity in the practice of international public relations. Bulletin of "carol i" national defense university. 2020;9(1):68–.