Instructor: Dr. Trent Seltzer, Ph.D.  
Associate Professor, Public Relations  
MCOM 158E (1st Floor – Graduate Program Office Suite)  
806.834.3803  
trent.seltzer@ttu.edu

Office Hours:  By appointment; schedule an appointment by visiting:  
https://calendly.com/trent-seltzer/meeting

COURSE OVERVIEW

This course will provide an opportunity for you to learn about public relations and strategic communication practice within global contexts.

Preliminary training and coursework prior to departure will focus on global public relations, public relations and issues management theories and best practices, case studies, and an overview of how the US and Germany are different as well as similar in their professional communication practice. The instructor will guide you through the public relations and issues management process with consideration given to the impact of cultural and country-specific communication variables in managing strategic communication efforts with a variety of stakeholders.

To gain perspective on the global nature of public relations and to allow for immersion in a cross-cultural best practices dialogue, the group will travel to Germany for two weeks. In country, you will learn from German strategic communication professionals through site visits to organizations that have established expertise in public relations and strategic communication.

COURSE TOPICS

- International/intercultural public relations
- Public relations and issues management
- Stakeholder analysis
- Global media environment
- Interplay of culture and communication/persuasion

STUDENT LEARNING OUTCOMES & ASSESSMENT

Learning Outcomes:

- Demonstrate understanding of how global stakeholders, target publics, and media audiences are unique and must be targeted as such
• Demonstrate the ability to analyze stakeholder and public trends, needs, gratifications sought, media usage, opinions, and attitudes

• Demonstrate an understanding of how public relations efforts can be managed internationally to influence public opinion and manage issues of importance to clients and organizations

• Demonstrate knowledge of how to construct persuasive efforts to match with stakeholder culture with consideration to political, social, cultural, and media infrastructure variables that impact public relations practice in a global society

Assessment Methods:

• Written assignment that examines German clients with consideration for best practices in issues management and public relations management while considering a variety of stakeholder groups

• Presentations on-site where students detail how public relations practitioners can use applied research and theory in support of public relations and issues management initiatives

• A reflective service-learning assignment where students maintain a daily log of lessons learned regarding communication practice in a global society and observations regarding German culture

COURSE MATERIALS

All course materials are located on Blackboard. These materials include case studies, readings, PowerPoint “lecturettes” with narration, discussion boards, links to useful resources, assignment guidelines, and client information.

COURSE EVALUATION

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study (DRAFT)</td>
<td>100</td>
</tr>
<tr>
<td>Case Study (FINAL)</td>
<td>250</td>
</tr>
<tr>
<td>Client Presentation</td>
<td>250</td>
</tr>
<tr>
<td>Daily Log</td>
<td>200</td>
</tr>
<tr>
<td>Class Participation</td>
<td>200</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

Grading Scale:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Points</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900 – 1000</td>
<td>Excellent; professional quality or near professional quality work</td>
</tr>
<tr>
<td>B</td>
<td>800 - 899</td>
<td>Good; meets or slightly exceeds minimum expectations for graduate student work</td>
</tr>
<tr>
<td>C</td>
<td>700 - 799</td>
<td>Average; meets or slightly exceeds minimum expectations for undergraduate work</td>
</tr>
<tr>
<td>D</td>
<td>600 - 699</td>
<td>Poor; does not meet minimum expectations</td>
</tr>
<tr>
<td>F</td>
<td>0 - 599</td>
<td>Failure; falls well below minimum expectations</td>
</tr>
</tbody>
</table>
Grading Policies:

- No extra credit is available.
- Grades are not rounded up.
- There is no “curve.”

Discussing Grades:

I use the “24/7 Rule” for discussions regarding grades. You (or your team in the case of group assignments) must wait a minimum of 24 hours after you receive a graded assignment before contacting me to discuss the grade. After the initial 24 hours, you have one week to meet with me to discuss the grade. If you do not contact me within a week, then I’ll consider the matter closed.

All discussions regarding grades are conducted in person, in my office. I do not discuss individual or team grades during class time (including in-class team meetings).

Late Assignments:

This is a business where deadlines count. You can’t make excuses to your boss or client if your work is late. Therefore, I will not accept assignments turned in after deadline. An assignment turned in past the deadline will receive a grade of 0/F (if it’s a group assignment, the entire group will receive a 0/F). No work is accepted via e-mail unless I indicate that this is acceptable. If hardcopy submission is requested, submit clean, bound hardcopies. If the deliverable is submitted in a sloppy, unprofessional format, I will return it to you or your group and you will receive a zero for the assignment.

Original Work:

Any evidence of plagiarism or cheating will result in an “F” for the assignment and potentially the course; it will also lead to disciplinary action at the college and university level. Do not submit the same work to more than one class. This course requires original work, created at this time, for this purpose.

You need to produce all your work on your own, including any graphic design and production elements of assignments. You may not solicit outside assistance of any kind from other students, instructors, personal and/or professional contacts, etc.

You are required to submit both individual and group assignments via Blackboard.

ASSIGNMENTS

Case Study (Draft & Final Submission)

Prior to departure, you will individually prepare a case study for one of the organizations that we will be visiting in Germany. Assignment guidelines will be posted to Blackboard. You will revise and submit a final draft of your case study after returning from Germany.

Graduate students will be expected to integrate relevant theory and scholarly research into their case study analyses.
Doctoral students should use this as an opportunity to complete a publication suitable for submission to an appropriate journal (see me for additional details).

Client Presentation

Working in teams, you will synthesize and present your case studies and related recommendations to professionals in Germany. The presentations should be approximately 10-15 minutes each and cover the main points of the case study, including background on the issue, stakeholder analysis, and recommendations for public relations and strategic communication management. You will be assessed both on the content of your presentation, quality and appropriate use of visual aids, how you handle the client Q&A, and the quality of your verbal/non-verbal delivery. Your level of professionalism in a client setting will also be considered.

Daily Log

While in Germany, you should post to the Blackboard discussion board regarding your experiences in Germany. Posts should be a minimum of 200 words each (for reference, this block of text is 86 words long). Posts should be insightful, thoughtful, and relevant. Of particular interest are posts regarding your observations about the influence of cultural factors on professional, mediated, and interpersonal communication. You are encouraged to integrate multimedia (pictures, videos, etc.) into your posts. You are also expected to read and comment on each other’s posts.

Class Participation

Your participation will be assessed in both the pre-departure course activities as well as your engagement in activities while in Germany. Your personal and professional conduct during the study abroad program will also be factored into the determination of your final class participation grade.

You are expected to engage in course discussions, participate in team meetings, participate in-class activities, and contribute meaningfully to group assignments. Adequate class participation includes coming prepared to class discussions, asking meaningful questions, answering questions thoughtfully, responding thoughtfully to other students’ questions and comments, initiating relevant discussions, and active participation and engagement in all facets of the course.

The instructor will assign students a participation grade using the following rubric:

<table>
<thead>
<tr>
<th>Points</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>140-200</td>
<td>Student attended class and constructively participated in discussion, in-class activities, and/or group meeting with instructor. Student was attentive, was engaged in the course, and was not disruptive.</td>
</tr>
<tr>
<td>80-139</td>
<td>Student attended class, but did not adequately contribute to discussion, in-class activities, and/or group meeting with instructor. Student may have been inattentive and/or distracting the instructor or other students via inappropriate technology use, engaging in side talk, etc.</td>
</tr>
<tr>
<td>0-79</td>
<td>Student (a) missed class, (b) attended class but was not engaged (e.g., sleeping, talking to friends, texting or using mobile devices, etc.), and/or (c) was a disruptive influence due to their attitude and behavior (e.g., arguing with instructor or other students, loud abusive behavior, threatening behavior, etc.).</td>
</tr>
</tbody>
</table>
Daily participation grades are averaged at the end of the program along with any pop quiz grades and used in determining your final class participation grade.

**STUDENT CONDUCT**

The [Student Code of Conduct](#) applies to all work related to this class. All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars and professionals. Please reference [OP 34.12](#) regarding Academic Integrity.

**Attendance:**

Responsibility for class attendance rests with the student. Regular and punctual attendance at all scheduled classes (whether discussion sessions or team meetings) is expected. The university reserves the right to deal at any time with individual cases of non-attendance. Students are expected to attend every class, arrive on time, stay for the entire class, and participate in class discussions, group meetings, and other in-class activities. Students who are late will be noted as tardy. Three tardies will equal one absence. Students more than 15 minutes late to class will be noted as absent. Students who leave early without prior instructor permission will be noted as absent.

A letter grade will be deducted from the student’s final grade for every absence after the third (this applies to attendance at meetings in Germany as well). For example, a student who has a 75/C average but has four absences would receive a 65/D for the semester. In addition, students missing class will receive a zero for that day’s class participation grade (see above). There are no exceptions to this policy.

There are no excused absences, except for religious holidays, for officially approved TTU trips greater than 40 miles from campus (with advanced notification), and for documented medical reasons (as outlined in the university policy on illness below).

Attendance is required and necessary for your success in the course. You are responsible for all material covered in class, including readings, class discussions, special presentations and any other material. Students missing class must obtain class notes from another student; notes are not available from the instructor. Attendance at your group’s presentation while in Germany is mandatory. If you miss your group’s presentation, you will receive a zero for that assignment. Students will not be allowed to make up any pop quizzes or other missed assignments except in the case of excused absences as outlined above (i.e., weddings, family vacations, interviews, etc. don’t count).

**Expectations for Class Conduct:**

Students are expected to assist in maintaining a classroom environment that is professional, respectful and conducive to learning. The goal is to ensure that all students have the opportunity to learn from time spent in class and working on projects.
**Technology Use Policy:**

Students are reminded that they are entering a world of professionals—act like it. Please be respectful of your instructor and the other students in the class. You may use technology during class as long as its use is related to the course and the day’s activities. You may also use technology during group meetings and other in-class work days.

Use of technology for non-class purposes will affect your class participation grade. Please refrain from using laptops and other electronic devices during class to work on social media accounts, surf the internet, watch videos, listen to music, text friends, complete assignments for other classes, etc. Students engaging in these or similar activities will have points deducted from their final grades (exactly how many points are deducted is at the instructor’s discretion depending on type, magnitude, and frequency of misconduct).

If it is excessive or distracting, then I will ask you to stop. If you continue to allow your technology misuse to affect your performance in class and/or distract others, I will ask you to leave class until you can use the technology in an appropriate, professional manner befitting an educational setting.

**Department of Public Relations Official Statement Regarding Professionalism:**

Public relations majors will enter a world of professionals. This is a world where deadlines, standards, results, and conduct matter. To prepare students for this transition, all public relations majors are expected to adhere to the highest levels of professionalism while enrolled in our program. This includes:

- Demonstrating courtesy toward and respect for their instructors, peers, clients, client stakeholders, media professionals, communities, and classroom guests
- Ensuring that they are aware of, understand, and follow all classroom policies, both those stated in the instructor’s syllabus and those presented verbally in class
- Acknowledging that instructors have a responsibility to be fair and to maintain the integrity of the learning process; this means that instructors are unable to make exceptions to policies (attendance, grading, etc.) for individual students
- Wearing appropriate professional attire when meeting with clients and other community stakeholders as part of class projects or student organization events
- Refraining from the use of mobile devices for non-class related activities or engaging in side talk unrelated to class discussion during class time
Access to Student Records:

Personally identifiable information such as rank in class, personal conduct, grade point average, academic progress, etc., shall not be released to non-authorized personnel without the written consent of the student. This includes parents. Please see the Student Affairs Handbook for more information.

ADA Statement:

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806.742.2405. Please reference OP 34.22 for additional information.

Reporting Illness:

In case of class absences because of a brief illness, the student should inform the instructor directly and provide a signed doctor’s note. In case of an illness that will require absence from class for more than one week, the student should notify his or her academic dean. The dean’s office will inform the student’s instructors through the appropriate departmental office. Other information related to illness can be found in the Student Handbook and OP 34.04.

Observance of Religious Holy Days:

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent for the observance of a religious holy day shall be allowed to take an exam or complete an assignment scheduled for that day within a reasonable time after the absence. Please reference OP 34.19 for additional information.

Title IX Statement:

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University.

Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students.

Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are:
- TTU Student Counseling Center, 806-742-3674, [https://www.depts.ttu.edu/scc/](https://www.depts.ttu.edu/scc/) (Provides confidential support on campus)

- TTU Student Counseling Center 24-hour Helpline, 806-742-5555 (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor)

- Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, [voiceofhopelubbock.org](http://voiceofhopelubbock.org) (24-hour hotline that provides support for survivors of sexual violence)

- The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, [rise.ttu.edu](http://rise.ttu.edu) (Provides a range of resources and support options focused on prevention education and student wellness)

- Texas Tech Police Department, 806-742-3931, [http://www.depts.ttu.edu/ttpd/](http://www.depts.ttu.edu/ttpd/) (To report criminal activity that occurs on or near Texas Tech campus)

**Academic Integrity:**

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offence and renders the offenders liable to serious consequences, possibly suspension. “Scholastic Dishonesty” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. See [OP 34.12](https://www.ttu.edu/academic-integrity/) for more information.

**Civility in The Classroom:**

Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class. See the [Student Handbook](http://www.depts.ttu.edu/ttpd/) for more information.
<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues., Apr. 16</td>
<td>• Orientation in Lubbock</td>
</tr>
<tr>
<td>Mon., April 22</td>
<td>• Course Blackboard opens</td>
</tr>
<tr>
<td>Mon., Apr. 22 - Fri., May 24</td>
<td>• <strong>Blackboard modules</strong> <em>(readings, PPTs &amp; discussion)</em></td>
</tr>
<tr>
<td></td>
<td>• Placed in account teams</td>
</tr>
<tr>
<td></td>
<td>• Work on Case Study &amp; Client Presentation assignments</td>
</tr>
<tr>
<td></td>
<td>• Meetings with Seltzer</td>
</tr>
<tr>
<td>Fri., May 24, 5 p.m.</td>
<td>• Submit initial draft of case study <em>(individual)</em></td>
</tr>
<tr>
<td>Mon., May 27 - Fri., May 31</td>
<td>• Submit PPT deck &amp; outline <em>(group)</em></td>
</tr>
<tr>
<td></td>
<td>• Practice presentations <em>(group)</em></td>
</tr>
<tr>
<td>Sat., June 1</td>
<td>• Travel to Germany</td>
</tr>
<tr>
<td>Sun., June 2 - Fri., June 14</td>
<td>• Site visits/cultural exchanges</td>
</tr>
<tr>
<td></td>
<td>• Guest lectures &amp; workshops</td>
</tr>
<tr>
<td></td>
<td>• <strong>Daily logs</strong> <em>(individual)</em></td>
</tr>
<tr>
<td>Tues., June 4</td>
<td>• Presentation rehearsal with Seltzer <em>(Tues., June 4)</em></td>
</tr>
<tr>
<td>Wed., June 5 &amp; Thurs., June 6</td>
<td>• On-site client presentations <em>(group)</em></td>
</tr>
<tr>
<td>Sat., June 15</td>
<td>• Return to Lubbock</td>
</tr>
<tr>
<td>Mon., July 1, 5 p.m.</td>
<td>• Last day to submit any outstanding assignments and final draft of case study <em>(individual)</em></td>
</tr>
<tr>
<td>Mon., July 8</td>
<td>• Final grades due</td>
</tr>
</tbody>
</table>