
INTERNAT'L PUBLIC RELATIONS PRACTICUM in Spring 2021 (CM5069)

Course Code	CM5069	Professor(s)	Chloé Vasseur
Prerequisites	None	Office Number	G- 4th floor
Class Schedule	T: 16:55-19:50 in Q-A101	Office Hours	By appointment
Credits	4	Email	cvasseur@aup.edu
Semester	Spring 2021	Office Tel. Ext.	

Course Description

This course outlines different types, practices and principles of public relations. It looks at some key frameworks and developments in PR theory and practice, offering a straightforward combination of theory and case studies. In an increasingly global context, it is also imperative to take into account the international and intercultural perspectives of PR.

STUDENT LEARNING GOALS: This course aims to immerse students in the real-life public relations work environment, and to provide the basis for acquisition of public relations skills. It has been designed to incorporate a combination of in--class lectures, participative discussions, analysis of real case studies and guest presenters to provide a comprehensive, working understanding of the public relations industry and the expectations of public relations professionals in today's work environment. Students who complete the course should have an understanding of what it means to be an international public relations professional, as well as the basics for working in the industry.

Course Learning Outcomes

Understand the position and responsibilities of an international public relations professional
Gain a transversal vision of the professional world of communication, with particular focus on current problems, actors, and tools.
Develop professional capacities involving creativity, cooperation, communication, critical approaches, open-mindedness, vision and curiosity.
Develop greater knowledge of branding, brand development, brand purpose and brand platforms.
Able to build a Public Relations cross-media strategy, from traditional media to digital.
Be better prepared to deal with the different agencies and partners.
Know how to create an event.
Know how to deal with the press.

Know how to handle crisis situations.

Understand, design and roll-out a communications project from its strategic conceptualization to its operational implementation.

General Education

Course Outline

This is a tentative class schedule

January

Class 1: Tuesday, January 19, 2021 – What is PR? TOPICS: what is PR in 2021, and what is its value? What is the role of PR in the greater communications mix – what is earned PR v. paid? What is 360 PR? What PR professionals do and the objectives they achieve; working in PR -- what are PR employers looking for? READINGS: for discussion on Tuesday, January 21: - Public Relations: Strategies and Tactics by Dennis L. Wilcox, Glen T. Cameron; Bryan H. Reber

Class 2: Tuesday, January 26, 2021 – PR bootcamp TOPICS: Presentation of the media landscape and best practices to get working with the media / Behind the scenes of a press interview: from the first pitch to the final article/Do and don't in media interviews READINGS: for discussion on Tuesday, January 28: - The New Rules of Marketing & PR by David Meerman Scott (Chapter 1)

Class 3: Tuesday, February 2020 – Building a master narrative TOPICS: Understanding the importance and structure of a good messaging and master narrative

READINGS: NA

February

Class 4: Tuesday, February 4, 2020 – The power of storytelling - Guest speaker TOPICS: From a narrative to a real story: understand the narrative techniques used in tv series and cinema to create compelling and unique stories READINGS: for discussion on Tuesday, February 11: - Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath

Class 5: Tuesday, February 11, 2020 – PR campaigns (1/2) Planning and strategy TOPICS: Finding the core insights leading to the strategic approach to get to the big idea: at the heart of PR campaigns READINGS: for discussion on Tuesday, March 3rd: - Public Relations

Campaigns: An Integrated Approach by Regina M. Luttrell and Luke W. Capizzo

February 17th – 28th, spring break (no classes)

March

Class 6: Tuesday, March 3rd, 2020 – PR campaigns (2/2) The creative process – Guest speaker TOPICS: Bringing to life your big idea, the role of creative in PR campaigns
READINGS: Preparation for midterm

Class 7: Tuesday, March 10, 2020 – Midterm Exam

March 13th, Mid-semester grades due

Class 8: Tuesday, March 17, 2020 – Faculty retreat (no class) READINGS: for discussion on Tuesday, March 24: - The Breakthrough Challenge: 10 Ways to Connect Today's Profits with Tomorrow's Bottom Line by John Elkington & Jochen Zeitz

Class 9: Tuesday, March 24, 2020 – CSR/engagement: Purpose and Trust TOPICS: With great power comes great responsibility: increasingly brands are challenged to leverage their power and influence as forces for good, to effect positive change and accelerate the sustainability transition with both market and cultural innovation. How does this change influence PR and how do we integrate purpose in PR campaigns? READINGS: for discussion on 31st March - The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly by David Meerman Scott - Share This Too: More Social Media Solutions for PR Professionals” by the Chartered Institute of Public Relations - The Art of Social Media by Guy Kawasaki, 2014

Class 10: Tuesday, March 31, 2020 – Digital PR – Guest speaker TOPICS: How to engage with your audience in the digital age? Understand the evolution of our communication environment and best practices in the digital and social media world/ create relevant strategies adapted to this evolution/working with influencers READINGS: for discussion on 7th April - Damage Control: The Essential Lessons of Crisis Management” by Eric Dezenhall and John Weber - Crisis, Issues and Reputation Management by Andrew Griffin

April

Class 11: Tuesday, April 7, 2020 – Crisis communication handling, Guest speaker TOPICS: Introduction to crisis PR – the essentials of communication during a crisis, case study examples/preparing for a crisis: risks assessments, crisis book, crisis toolkit and crisis simulation READINGS: for discussion on 14 April - Public Affairs in Practice: A Practical Guide to Lobbying by Stuart Thomson and Steve John.

Class 12: Tuesday, April 14, 2020 – Public Affairs, Guest speaker TOPICS: Introduction to Public Affairs and the institutional eco-system/understanding the role of Public Affairs
READINGS: no readings but finalization of the project's presentation for the students

Class 13: Tuesday, April 21, 2020 – Final Project Presentation (first groups) TOPICS: First

groups of students to prepare a presentation based on a specific brief assuming they are working for a public relations agency charged with creating a public relations campaign, which must include a realistic strategy and communicative goals for a real-life company. Each group must build a campaign including a situation analysis, the target audience and key stakeholders, the objectives, the key messages, the strategy, the tactics, risk analysis and kpis. READINGS: no readings but finalization of the project's presentation for the students

Class 14: Tuesday, April 28, 2020 – Final Project Presentation (second groups) TOPICS: Second groups of students to prepare a presentation based on a specific brief assuming they are working for a public relations agency charged with creating a public relations campaign, which must include a realistic strategy and communicative goals for a real-life company. Each group must build a campaign including a situation analysis, the target Audience and key stakeholders, the objectives, the key messages, the strategy, the tactics, risk analysis and kpis. READINGS: no readings but finalization of the project's presentation for the students

April 28th, last day of classes,

April 29th – 3rd May, reading days (May 1st, Holiday)

Class 15: Tuesday, May 5, 2020 – Wrap up/visit of a PR agency

TOPICS: Measurement in PR // wrapping it all up // miscellaneous topics

May 4th – 8th, final exams

May 12th, Degree candidates grades due

May 19th, all grades due

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

GRADING: Final course grades will be based on

- Class participation and discussions, attendance: 30% 4
- Final group project (PR plan): 30%
- Midterm exam: 20%
- At-home assignments: 20%

Other
