

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	International Public Relations	
Year of Study	3	
Course Code	MCM 310	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures	
Mode of Assessment		Weight
Continuous Assessment		30%
Final Examination		70%
Total		100%
Course Lecturer	Folorunsho, O.M.	
Course Description	<p>The course is designed to train students to become knowledgeable about issues and concepts in public relations at the local, national and global levels. It will also equip the students with the ability to apply international public relations strategies to handle the Nigeria's image problem.</p>	
Course Objectives	<p>This course would teach the students the following:</p> <ol style="list-style-type: none"> 1. Educate them on how to make use of International Public Relations programmes, tactics and strategies to achieve specified objectives for corporate organisations, multinationals, national governments, international organisations and institutions. 2. Widen their horizons on the relevance of public relations for solving the peculiar problems of multinational corporations, international business, governments and personalities. 3. Educate them on the trends in International Public Relations (IPR) 	
Learning Outcomes	<p>On successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand and discuss the rationale behind the study of International Public Relations. 	

	<ul style="list-style-type: none"> ➤ Know the similarities and differences between Domestic Public Relations and International Public Relations. ➤ Identify and describe International Public Relations’ strategies and programmes. ➤ Develop the skills needed to apply International Public Relations strategies and programmes to image challenges confronting corporate organisations, national governments and international institutions. ➤ Identify and discuss the various opportunities and challenges confronting International Public Relations. ➤ Identify and discuss emerging issues in the globalisation of public relations as they affect the current global matrix. ➤ Apply course materials and class discussions to own research by completing a seminar paper capable of conference and journal publication. 	
Teaching and Learning	The class will meet for two hours every week for a combination of both the lecture hours and tutorials.	
Detailed Course Content	This course is an in-depth study of what it takes to develop the skills needed to apply International Public Relations strategies and programmes to image challenges confronting corporate organisations, national governments and international institutions. The course also presents the relevance and objectives of IPRs, similarities and differences between IPRs and DPRs, as well as theoretical issues in IPRs. Development of skills needed in applying IPRs to the image problem/issues in Nigeria and how to use IPRs techniques and strategies in handling organisations, corporations and multinationals.	
Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction <ul style="list-style-type: none"> ▪ Definitions of Public Relations and International Public Relations 	

	<ul style="list-style-type: none"> ▪ Similarities and Differences between Domestic Public Relations (DPR) and International Public Relations (IPR) ▪ International Public Relations Publics ▪ Overview of Public Relations 	
Week 2	<p>The Basics of International Public Relations</p> <ul style="list-style-type: none"> ▪ Roles and Objectives of International Public Relations ▪ International Public Relations Strategies and Tactics ▪ Overview of International Relations ▪ Theoretical Issues for International Public Relations 	
Week 3,4	<p>Corporate Advertising and Multinational Public Relations</p> <ul style="list-style-type: none"> ▪ Introduction to Corporate Advertising ▪ Types of Corporate Advertising and how they are used by Multinational Corporations for International Public Relations ▪ Advantages and Disadvantages of Corporate Advertising ▪ Measuring the Effectiveness of Corporate Advertising 	
Week 5	<p>Globalisation of Public Relations</p> <ul style="list-style-type: none"> ▪ Effective Public Relations in Multinational Organisations ▪ Opportunities of International Public Relations for the 21st century ▪ Challenges of International Public Relations for the 21st century 	

	<ul style="list-style-type: none"> ▪ Paths to the Theory and Practice of International Public Relations ▪ International Public Relations and Pedagogy <p>Continuous Assessment I</p>	
Week 6	<p>Comparative Analysis of International Public Relations</p> <ul style="list-style-type: none"> ▪ The Development of Public Relations in Nigeria ▪ The Development of Public Relations in the United States ▪ European Public Relations ▪ Middle East Public Relations 	
Week 7, 8	<p>Ethical Issues in International Public Relations</p> <ul style="list-style-type: none"> ▪ Ethics in Public Relations ▪ International Public Relations Codes of Ethics ▪ Transnational Corporate Ethical Responsibilities ▪ Relativism versus Universalism 	
Weeks 9, 10, 11	<p>International Public Relations and Nigeria's Image in Foreign Countries: A Case Study</p> <p>What led to Nigeria's Image problems</p> <p>How did this Image become an International Issue?</p> <p>Efforts of Previous Governments and Eminent Citizens in Enhancing Nigeria's Global Image</p> <p>Application of International Public Relations (IPR)</p> <p>Strategies in Dealing with Nigeria's Image Problems</p>	
Week 12	Revision	
Week 13, 14	Examinations	

Recommended Reading Material

Culbertson, H.M., & Chen, N. (1996). *International public relations: A comparative analysis*. New Jersey: Lawrence Erlbaum Associates.

Ezeukwu, G. (1999). *Understanding international relations*. Enugu: Gold Publishers.

Health, R. (2001). *Handbook of public relations*. Houston: Sage Publications, Inc.

NOTE: 75% attendance to class is a MUST to qualify to sit for examination in International Public Relations