



Spring 22

**Basic Course Information:**

**Course Prefix/Number:** COMM 425

**Course Title:** International Public Relations  
Case Studies

**Concentration Course**

**Class Meeting Times:** UTR 2 – 2:50 pm

**Instructional Modality:** (Hybrid)

**Instructor:** Iqbal AlHaddad

**Office Location:** G335

**Office Phone:** 1802040 ext. 3619

**Email:** ialhaddad@auk.edu.kw

**Office Hours:** UTR 9-10 am & 1-2 pm

**Pre-requisite:** COMM 240

**AUK Mission Statement:**

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment that encourages critical thinking, effective communication, personal growth, service, and leadership.

**Mission Statement of Department/College:**

The Department of Communication and Media educates students to be ethical, analytical, and creative leaders in a multimedia and multicultural society. Providing a first-class liberal arts education to undergraduates, the COMM major is designed to help students become better consumers and producers of public information, strengthen their understanding of the role of communication in their personal, professional, and civic lives, and prepare them for private and public-sector leadership positions in communication-related and other fields. To accomplish this, the communication and media program employs a flexible approach, exposing students to various branches such as advertising, journalism, public relations, and others. Laboratory courses sharpen students' skills, lectures provide firm theoretical grounding, and internships enable students to view the profession from a variety of perspectives

**Catalogue Course Description:**

The course is designed for the students to introduce them to the case study approach in which it encourages them to assess what they know about communication theory, the public relations process and management practices. It also prepares them for their future careers as Public Relations practitioners.

They will be learning more about the main principles of public relations and apply the method of case study in the analysis of PR campaigns.

**Course Learning Outcomes:** Upon successful completion of the course, students will be able to:

Course Learning Outcomes (CLOs)
CLO1: To learn how to apply the PR theories and the fundamental practices
CLO2: To analyze and interpret the variety of different case studies and how to apply it on PR practices
CLO3: To evaluate and negotiate various opinions of the intercultural approaches
CLO4: To present their case logically, concisely and persuasively and to construct logical and persuasive arguments
CLO5: To develop counseling, strategic thinking and rhetorical skills plus practice strategic thinking and speaking skills

<b>Program Learning Outcomes (PLOs)</b>
PLO 1: Examine ways communication impacts interaction and behavior between individuals
PLO 2: Apply appropriate technology in the development and dissemination of media messages
PLO 3: Develop an enhanced understanding of how communication theories are linked to today's contemporary media practices
PLO 4: Design media messages for diverse target audiences.
PLO 5: Comprehend the field of communication to confidently enter the workforce.
PLO 6: Develop effective communication strategies based on ethical principles and respect for diversity

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
CLO 1			X		X	
CLO 2		X				
CLO 3	X			X		X
CLO 4	X			X		X
CLO 5		X	X		X	

**Course Delivery/Methodology:**

For this course we will be meeting in-person three day per week, and **material/lecture slides/ reading material** will be posted on Moodle, which can be accessed at [www.lms.auk.edu.kw](http://www.lms.auk.edu.kw). All assignments must also be submitted through Moodle. You will be completing the following evaluations for this course: **assignments submitted on Turnitin**. During the course, your **written work will be submitted through a plagiarism checker**. To successfully complete this course, you must **submit your assignments on time** by the posted due dates and times.

**Required Textbook/Required Readings:**

Cases in Public Relations Management, The Rise of Social Media and Activism by Patricia Swann

## Chapter 2: Ethics and Law

### Case 2: Study of Chocolate Milk's Magical Powers Gets Flagged

Why a Journalist Scammed The Media Into Spreading Bad Chocolate Science Maria Godoy

<http://www.npr.org/sections/thesalt/2015/05/28/410313446/why-a-journalist-scammed-the-media-into-spreading-bad-chocolate-science>

HealthNewsReview.org

Release claiming chocolate milk improves concussion symptoms in student athletes is out-of-bounds

Andrew Holtz MPH, Yoni Freedhoff, MD, Ishani Ganguli, MD, MPH

<https://www.healthnewsreview.org/news-release-review/concussion-related-measures-improved-high-school-football-players-drank-new-chocolate-milk-umd-study-shows/>

## Chapter 3: Corporate Social Responsibility

### *Apple iProblem: Subcontractor Worker Issues Bring Negative Attention*

- Electronic Giant Vowing Reforms in China Plants New York Times  
<http://www.nytimes.com/2012/03/30/business/apple-supplier-in-china-pledges-changes-in-working-conditions.html?pagewanted=print>
- Apple and Foxconn plan raises bar for Chinese factories BBC News  
<http://www.bbc.co.uk/news/business-17584523>

When Every Drop Counts: ALS Ice Bucket Challenge Case

Every Drop Adds Up: You can make the impossible happen...again

The Data behind the ice bucket challenge

<https://visual.ly/community/infographic/social-media/data-behind-als-ice-bucket-challenge>

'Ice Bucket Challenge' Leads To Major Surge In Donations To ALS Association CBSLocal.com

<http://boston.cbslocal.com/2014/08/08/ice-bucket-challenge-leads-to-major-surge-in-donations-to-als-association/>

Striking Out ALS: Ice Bucket Challenge Brings Flood of Donations NBCNews.com

<https://www.nbcnews.com/feature/making-a-difference/striking-out-als-ice-bucket-challenge-brings-flood-donations-n177896>

## Chapter 4: Media Relations

Face Value: Face Transplant Surgery Balances Privacy, Ethics and Publicity

- Clinic plans the first transplant of a human face The Plain Dealer  
[http://blog.cleveland.com/pdextra/2008/12/clinic\\_plans\\_the\\_first\\_transpl.html](http://blog.cleveland.com/pdextra/2008/12/clinic_plans_the_first_transpl.html)
- First U.S. Face Transplant Described The New York Times  
<http://www.nytimes.com/2008/12/18/health/s18face.html?pagewanted=all>

Two Employees with a Video Camera **Domino's Pizza**

- Domino's President Responds To Prank Video (Video) April 18, 2009  
<http://www.youtube.com/watch?v=dem6eA7-A2I>
- Prevent, Manage, Recover, Repeat: 3 Stages of Crisis Communications PR News  
<http://www.prnewsonline.com/featured/2009/05/11/prevent-manage-recover-repeat-3-stages-of-crisis-communications/>
- Social Media Meltdown: Tweeting Your Way Into and Out of a Crisis PR News  
<http://www.prnewsonline.com/topics/crisis-management/2009/05/04/social-media-meltdown-tweeting-your-way-into-and-out-of-a-crisis-2/>
- Domino's Reacts Cautiously, Quietly to YouTube Gross-Out Video Advertising Age  
<http://adage.com/article/news/domino-s-employee-cheese-nose/135982/>

The Largest State-Owned Utility Publicizes Going Digital

NYPA adding Digital Video Walls to two Power Plants Power Engineering.com

<https://www.power-eng.com/articles/2018/08/nypa-adding-digital-video-walls-to-two-power-plants.html>

T&D World.com The Future is Digital for New York Power Authority  
<https://www.tdworld.com/smart-grid/future-digital-new-york-power-authority>

## Chapter 5: Conflict Management

Lean Finely Textured Beef or Pink Slime? Consumers Ask “What is this Stuff?”

- The Burger that Shattered Her Life The New York Times  
<http://www.nytimes.com/2009/10/04/health/04meat.html?pagewanted=all>
- Safety of Beef Processing Method Is Questioned New York Times  
<http://www.nytimes.com/2009/12/31/us/31meat.html?pagewanted=all>
- McDonald’s Drops “Pink Slime” Beef CBS  
<http://www.cbsnews.com/video/watch/?id=7396901n>
- Victory for Jamie Oliver in the U.S. as McDonald’s is forced to stop using ‘pink slime’ in its burger recipe DailyMail.co.uk  
<http://www.dailymail.co.uk/news/article-2092127/Jamie-Oliver-Victory-McDonalds-stops-using-pink-slime-burger-recipe.html#ixzz1orzta5zW>

Deep Horizon Blowout: Rehabilitating a Reputation after a Catastrophic Spill

- The Ongoing Administration-Wide Response to the Deepwater BP Oil Spill The Whitehouse Blog *This is a general narrative of key actions the U.S. government took to save lives and mitigate the BP oil spill’s impact on public health, the environment and the economy.*  
<http://www.whitehouse.gov/blog/2010/05/05/ongoing-administration-wide-response-deepwater-bp-oil-spill>
- Gulf of Mexico Restoration BP  
<http://www.bp.com/sectionbodycopy.do?categoryId=47&contentId=7081352>
- Deepwater Horizon Investigation  
[http://www.bp.com/liveassets/bp\\_internet/globalbp/globalbp\\_uk\\_english/incident\\_response/S\\_TAGING/local\\_assets/downloads\\_pdfs/Deepwater\\_Horizon\\_Accident\\_Investigation\\_static\\_presentation.pdf](http://www.bp.com/liveassets/bp_internet/globalbp/globalbp_uk_english/incident_response/S_TAGING/local_assets/downloads_pdfs/Deepwater_Horizon_Accident_Investigation_static_presentation.pdf)

Part 1: *Blackfish* Documentary Mobilizes

SeaWorld Activists SeaWorld Entertainment Form S-1 Securities and Exchange Commission

OutsideOnline.com Blood in the Water Tim Zimmermann

<https://www.outsideonline.com/1886916/blood-water>

PETA rakes in more donations as it denounces SeaWorld Los Angeles Times Hugo Martin

<http://www.latimes.com/business/la-fi-peta-donations-20160216-story.html>

4.19.13 New York Times William Alden SeaWorld Shares Close Up 24% in Trading Debut

<https://dealbook.nytimes.com/2013/04/19/seaworld-shares-jump-13-in-trading-debut/>

7.19.13 SeaWorld’s Unusual Retort to a Critical Documentary New York Times Michael Cieply

<http://www.nytimes.com/2013/07/19/business/media/seaworlds-unusual-retort-to-a-critical-documentary.html>

## Chapter 6: Activism

Beyond Disgusting: Bacteria-Fighting Mom Takes on Restaurant Play Areas

- Chandler mom disgusted by fast-food play areas starts crusade The Arizona Republic  
[http://www.azcentral.com/arizonarepublic/local/articles/2011/06/09/20110609chandler-mom-fast-food-play-area-crusade.html?nclick\\_check=1#ixzz1wBlL2rG](http://www.azcentral.com/arizonarepublic/local/articles/2011/06/09/20110609chandler-mom-fast-food-play-area-crusade.html?nclick_check=1#ixzz1wBlL2rG)
- Dirty Fast Food Play Areas Prompts Mom to Take Action 3TV via AZFamily.com  
<http://www.azfamily.com/news/local/Dirty-Fast-Food-Play-Areas-124225424.html>
- Fast-Food Playlands Under Scrutiny: Arizona Mom Inspects, Records Appalling Conditions  
[http://articles.chicagotribune.com/2011-07-12/health/ct-met-dirty-playlands-20110712\\_1\\_playlands-fast-food-monthly-cleaning](http://articles.chicagotribune.com/2011-07-12/health/ct-met-dirty-playlands-20110712_1_playlands-fast-food-monthly-cleaning)

## Guitar Hero Strikes a Chord Social Media Teaches Customer Service Lesson

- DallyNews.com  
<http://aviationblog.dallasnews.com/2009/07/guitar-owner-sings-the-blues-o.html/>
- Broken guitar song gets airline's attention CBC NEWS July 8, 2009  
<http://www.cbc.ca/news/arts/music/story/2009/07/08/united-breaks-guitars.html>
- Canadian's song about [United Airlines](#) a hit Associated Press via NBC News.com July 9, 2009  
<http://www.nbcnews.com/id/31836977/>

## Break the Silence—Make the Call Reaching Out to Victims and Families of Domestic Violence

- Mission Statement and Philosophical Statements Texas Council on Family Violence  
[http://www.tcfv.org/pdf/TCFV\\_Mission\\_and\\_Philosophical\\_Statements.pdf](http://www.tcfv.org/pdf/TCFV_Mission_and_Philosophical_Statements.pdf)
- Texas Business Alliance to End Domestic Violence Texas Council on Family Violence  
<http://www.tcfv.org/education/tba/about.php>
- DVAM Resources Texas Council on Family Violence  
<http://www.tcfv.org/resources/dvam-resources/dvam-resources>

## Starbucks: Two Men Arrested for Doing...Nothing

4.14.18 National Public Radio

Starbucks, Police and Mayor Respond To Controversial Arrest Of 2 Black Men In Philly

<https://www.npr.org/sections/thetwo-way/2018/04/14/602556973/starbucks-police-and-mayor-weigh-in-on-controversial-arrest-of-2-black-men-in-ph>

4.15.18 Daily News

Protesters call for Starbucks manager's firing after two black men were arrested

<http://www.nydailynews.com/news/national/protesters-swarm-philly-starbucks-2-black-men-arrested-article-1.3935593>

4.15.18 New York Times Starbucks C.E.O. Apologizes After Arrests of 2 Black Men

<https://www.nytimes.com/2018/04/15/us/starbucks-philadelphia-black-men-arrest.html>

## Keep Calm and Carry On, with or without Chicken

There's More to Us than Great Food – Food Promise

<https://www.kfc.com/about/responsibility>

2.24.18

[People have gone chicken crazy': what the KFC crisis means for the brand; A logistics problem left the firm's UK supplies sat in a warehouse. What went wrong and how will KFC and DHL recover?](#)

3.8.18 KFC returns to original supplier after chicken shortage fiasco The Guardian Zoo Wood

<https://www.theguardian.com/business/2018/mar/08/kfc-returns-to-original-supplier-after-chicken-shortage-fiasco>

## Chapter 7: Consumer Relations

Making the Potato Top of Mind Consumer Research Connects “Linda” to Potatoes Your Industry

Resource for Potato Research, Information, Nutrition, Performance Tracking and Best

PracticesUSPB and PerishableGroup.com

<http://www.perishablegroup.com/dnn/Default.aspx?alias=www.perishablegroup.com/dnn/uspotatoboard>

## Concussion Research Brings a Yellow Flag on the NFL 9.24.09

Bennet Omalu, Concussions, and the NFL: How One Doctor Changed Football Forever GQ

<https://www.gq.com/story/nfl-players-brain-dementia-study-memory-concussions>

10.19.09 Offensive Play: How Different are Dogfighting and Football? New

<http://www.newyorker.com/magazine/2009/10/19/offensive-play>

1.4.10 (Updated: July 26, 2012)Former Co-chair of NFL Concussion Committee Grilled by Congress

<http://www.nfl.com/news/story/09000d5d8157fa41/article/former-cochair-of-nfl-concussion-committee-grilled-by-congress>

## Chapter 8: Sports and Leisure

### Sony PlayStation: It Only Does Everything!

(Except Protect Private Data and Communicate Effectively)

- PlayStation Security Breach a Test of Consumers' Trust  
NYTimes.com  
April 27, 2011  
<http://www.nytimes.com/2011/04/28/arts/video-games/sony-playstation-security-flaw-tests-consumer-trust.html>
- How Safe Is Your Data? Lessons of the PlayStation Security Breach  
New York Times Technologizer  
Apr. 28, 2011  
<http://www.time.com/time/business/article/0,8599,2067997,00.html>
- Sony Execs Apologize for Network Security Breach  
May 1, 2011  
<http://abcnews.go.com/Business/wireStory?id=13501673>

### Take 'Em Down Nola!

#### Civic Activism and Political Leadership Confront the Lost Cause

5.19.17 [Transcript of Mayor Landrieu's Speech]

Truth: Remarks on the Removal of Confederate Monuments in New Orleans New York Times

<https://www.nytimes.com/2017/05/23/opinion/mitch-landrieus-speech-transcript.html>

'They were not patriots': New Orleans removes monument to Confederate Gen. Robert E. Lee

[https://www.washingtonpost.com/national/new-orleans-begins-removing-monument-to-confederate-gen-robert-e-lee/2017/05/19/c4ed94f6-364d-11e7-99b0-dd6e94e786e5\\_story.html?utm\\_term=.828b15d87cfd](https://www.washingtonpost.com/national/new-orleans-begins-removing-monument-to-confederate-gen-robert-e-lee/2017/05/19/c4ed94f6-364d-11e7-99b0-dd6e94e786e5_story.html?utm_term=.828b15d87cfd)

3.11.18 The History and Future of Confederate Monuments CBSNews.com Anderson Cooper

<https://www.cbsnews.com/news/the-history-and-future-of-confederate-monuments/>

3.24.18 What I learned from my fight to remove Confederate monuments The

<https://www.theguardian.com/us-news/commentisfree/2018/mar/24/new-orleans-mayor-louisiana-confederate-statues-removal-never-stop-confronting-racial-injustice>

## Chapter 9: Community Relations

### I'm Watching You... School Issued Laptop "Spycam" Invades Privacy Rights

- Students Stunned by School Spying  
CBS Early Show  
February 19, 2010 5:16 AM  
[Pa. Harriton High School student Savannah Williams is concerned her school was remotely watching her at home via a webcam on a school-issued computer.]  
<http://www.cbsnews.com/video/watch/?id=6222942n>
- WebcamGate Teen: "I Hope They're Not Watching Me"  
High school student who was allegedly spied on by administrators speaks out  
NBC 10 Philadelphia  
February 22, 2010  
<http://www.nbcphiladelphia.com/news/tech/WebcamGate-Teen-I-Hope-Theyre-Not-Watching-Me-84826357.html>

### Wells Fargo

9.5.16 Sorry About That: Wells Fargo to End Ads Suggesting Science over Arts New York Times

[http://www.nytimes.com/2016/09/06/theater/sorry-about-that-wells-fargo-to-end-ads-suggesting-science-over-arts.html?\\_r=0](http://www.nytimes.com/2016/09/06/theater/sorry-about-that-wells-fargo-to-end-ads-suggesting-science-over-arts.html?_r=0)

9.5.16 Wells Fargo Ad Underestimates both Artists and Scientists Forbes.com Bruce Lee

<http://www.forbes.com/sites/brucelee/2016/09/05/wells-fargo-learns-you-cant-force-people-to-be-scientists-and-engineers/#4c70a29dd378>

## Chapter 10: Cultural and Other Considerations

### Containing the Deadly Marburg Virus Taking a Culturally-Based Communication Approach

- [http://www.who.int/csr/resources/publications/WHO\\_CDS\\_2005\\_32web.pdf](http://www.who.int/csr/resources/publications/WHO_CDS_2005_32web.pdf)
- Managing Marburg Fever in Uganda  
World Health Organization  
September 5, 2007  
[http://www.who.int/features/2007/marburg\\_fever/en/](http://www.who.int/features/2007/marburg_fever/en/)

### Shark Fin Soup

#### Hong Kong Disneyland Loses Magic for Some

- Disney Debuts New Safer, Quieter and More Environmentally-Friendly Fireworks Technology: First Major Pyrotechnics Breakthrough in Decades news release Disney/BusinessWire.com – news release June 28, 2004  
<http://www.businesswire.com/news/home/20040628005659/en/Disney-Debuts-Safer-Quieter-Environmentally-Friendly-Fireworks>
- Disneyland in China Offers a Soup and Lands in a Stew  
NYTimes.com  
June 17, 2005  
<http://www.nytimes.com/2005/06/17/business/worldbusiness/17shark.html?pagewanted=all>
- Shark Soup is off the Menu at Hong Kong Disneyland  
NYTimes.com  
June 25, 2005  
<http://www.nytimes.com/2005/06/25/business/media/25disney.html>

### Initial Public Offering – It’s a Snap!

#### 5.11.17 Snap CEO Evan Spiegel and his co-founder just lost more than \$1 billion each

<https://www.cnbc.com/2017/05/10/snap-ceo-evan-spiegel-bobby-murphy-lost-more-than-1-billion.html>

#### 3.15.18 Celebrities keep hurting Snap’s stock price — this time over an inappropriate ad

<https://www.recode.net/2018/3/15/17125622/snapchat-rihanna-chris-brown-stock-price-ad>

#### 3.16.18 Snap falls for a second day after Rihanna speaks out against controversial ad CNBC.

<https://www.cnbc.com/2018/03/15/another-celebrity-sounds-off-on-snap-and-stock-hits-session-lows.html>

#### 5.1.18 Snap to Tweak Snapchat’s Redesign after Users Complain New York Times Nellie Bowles

<https://www.nytimes.com/2018/05/01/technology/snapchat-redesign-snap-earnings.html>

### Part 1 - “Run It Like You Own It” Leads Wells Fargo into Massive Fraud

#### **Wells Fargo**

#### 8.31.17 Wells Fargo finds an additional 1.4 million potentially fake accounts Renae Merle

[https://www.washingtonpost.com/news/business/wp/2017/08/31/wells-fargo-finds-an-additional-1-4-million-fake-accounts/?utm\\_term=.4521f2b83d6a](https://www.washingtonpost.com/news/business/wp/2017/08/31/wells-fargo-finds-an-additional-1-4-million-fake-accounts/?utm_term=.4521f2b83d6a)

#### 9.4.17 Here’s The Biggest Reason Bank of America is Crushing It vs. Wells Fargo Shawn Tully

<http://fortune.com/2017/09/04/bank-of-america-crushing-it-vs-wells-fargo/>

#### 3.21.17 Tina Bellon Wells Fargo banks on new ad campaign to regain customer trust

<https://www.reuters.com/article/us-wells-fargo-marketing/wells-fargo-banks-on-new-ad-campaign-to-regain-customer-trust-idUSKBN16S2LV>

## Chapter 11: Financial Communications and Investor Relations

### Paychex, Inc., Sees Big Pay-Off in First Investor Day

- Morningstar  
<http://www.morningstar.com/topics/companies/paychex.htm>
- MarketWatch  
<http://www.marketwatch.com/investing/stock/payx/news>
- Topix – Paychex News  
<http://www.topix.com/com/payx>

## Evaluations and Grading:

<b>Assignments/Quizzes:</b> The assignments mainly case studies and/or quizzes are to be submitted throughout the semester and will be assigned to be prepared individually and to be submitted within the due date. The class assignments/quizzes are to be done submitted after each chapter's explanation and discussion on Moodle. They will all be graded. <b><u>There are no makeups for any missed/assigned work.</u></b>	30%
<b>Presentation:</b> Students are required to prepare a presentation by choosing from the list of various case studies presented to the class and discuss all the points in the chapter provided by that particular case study. Choose a case study and develop an analysis by covering the controversies in current events, of ethical issues that have made headlines and strategies used by PR practitioners.	20%
<b>Attendance/Participation:</b> The course covers a lot of material and class attendance is required for the explanation of the course material and any further instructions. Students are encouraged to contribute their ideas and comments in class and pose questions for discussion since the class centers around the presentations and discussion of material.	10%
<b>Midterm:</b> The assignment will cover questions from all the previous case studies covered within the textbook material.	20%
<b>Final:</b> The assignment will cover questions from all the previous case studies covered within the textbook material.	20%
<b>Total</b>	<b>100%</b>

Direct	Attendance	Assignments	Presentation	Midterm	Final
CLO 1		X			
CLO 2		X			
CLO 3	X			X	
CLO 4	X		X	X	X
CLO 5	X			X	X

## AUK Official Grading Scale:

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0



## **Code of Academic Honesty and Integrity:**

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at [www.auk.edu.kw](http://www.auk.edu.kw). Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

## **Plagiarism:**

The term “plagiarism” includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one’s own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person’s academic work as one’s own.

## **Cheating:**

The term “cheating” includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person’s paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

## **Academic Support:**

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: [tutoringcenter@auk.edu.kw](mailto:tutoringcenter@auk.edu.kw).

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: [writingcenter@auk.edu.kw](mailto:writingcenter@auk.edu.kw)

### **Disability Accommodations:**

Disability services include identifying strategies to accommodate the learning requirements of students with disabilities. The Counseling Center at AUK offers services that include personal counseling and disability services. Their mission is to support students as they overcome what inhibits their success and prepare them for lifelong learning and development. For questions regarding accommodation services, please contact the Counseling Center at [Counseling@auk.edu.kw](mailto:Counseling@auk.edu.kw).

### **Late and Missing Work Policies:**

Public Relations is a deadline-driven profession; when deadline are missed, ads don't run, speeches aren't given, and articles are not published. In light of that, assignments for this course are due on time. There are no exceptions and no makeups.

### **Make-Up Work Policy:**

Extra credit work may replace any missed work or low-grade assignment by attending assigned conferences, workshops, and/or seminars by covering the event by submitting a report.

### **Communication Policy:**

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking (**COMM 425 UTR 2pm**) when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to questions via email within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: **UTR 9-10am & 1-2pm**. Emails sent on weekends will be responded to on Sunday.

### **Technology Issues:**

All assignments must be submitted through Moodle. However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at [ialhaddad@auk.edu.kw](mailto:ialhaddad@auk.edu.kw) and include the **completed** assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not **receive a late penalty**. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In general, always be sure to frequently save your files and keep backups of your assignments

**Course Schedule:**

<b>Week</b>	<b>Topic</b>	<b>Assignments and Readings</b>
1 10 &13/2	<b>Introduction</b>	Review the Syllabus Assign Presentation Topics
2 20/2	<b>Ch.1 A Brief Intro to PR</b>	Read Chapter <b>25/2-5/3 National &amp; Liberation Day Holidays</b>
3 6/3	<b>Ch.2 Ethics and Law</b>	Presentations & Case Studies Ch.2 <b>Saturday 12/3 Makeup</b>
4 13/3	<b>Ch.3 CSR</b>	Presentations & Case Studies Ch.3
5 20/3	<b>Ch.4 Media Relations</b>	Presentations & Case Studies Ch.4
6 27/3	<b>Midterm Week</b>	<b>Midterm Assignment/Case Study</b>
7 3/4	<b>Ch.5 Conflict Management</b>	Presentations & Case Studies Ch.5
8 10/4	<b>Ch.6 Activism</b>	Presentations & Case Studies Ch.6
9 17/4	<b>Ch.7 Consumer Relations</b>	Presentations & Case Studies Ch.7
10 24/4	<b>Ch.8 Entertainment and Leisure</b>	Presentations & Case Studies Ch.8
11 1/5	<b>Eid AlFitr</b>	<b>One Week Holiday</b>
12 8/5	<b>Ch.9 Community Relations</b>	Presentations & Case Studies Ch.9
13 15/5	<b>Ch.10 Cultural and Other Considerations</b>	Presentations & Case Studies Ch.10
14 22/5	<b>Ch.11 Financial Communications</b>	Presentations & Case Studies Ch.11
15 29/5	<b>Presentations</b>	Presentations
16 5/6	<b>Final Week</b>	<b>Final Assignment/Case Study</b>