ADPR 5992/7992 Special Topics: Global Advertising and Public Relations

ADPR China Study Abroad
Maymester 2015

(Prerequisites waived)

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Course Description:
This study abroad program offers students opportunities to learn current practice of advertising, public relations, digital media, brand communication, integrated marketing communication, and government relations in today’s China. With over 1.3 billion people, China is the fastest growing major economy in the world and a laboratory for market-based economic development directed by an authoritarian government. As one of the most important emerging markets, China also experiences a prominent growth in the advertising and public relations industries due to the size of the Chinese market.

During the three-week program, students get to see first-hand how multi-national advertising and public relations agencies work in the Chinese market. They also get to meet the people who lead such important international communication efforts. This program provides a tremendous professional boost to those who either want to—or are considering—working in this exciting field with a global perspective.

Through the course, students will be able to:
1. Understand the cultural components of advertising, public relations, and brand communication practice in China;
2. Apply analytical and critical-thinking skills to effectively assess current issues, challenges, and opportunities in advertising and public relations practice in China;
3. Understand ethical decision-making processes in advertising and public relations practice in China;
4. Gain depth knowledge of similarities and differences in advertising and public relations practices, issues, and contexts within a number of cities in China. We will visit three major cities (Shanghai, Beijing, & Hong Kong) in the program; and
5. Understand the tactics of developing effective advertising, public relations, and brand communication strategies by using social media in China.

NO Required Textbooks (supplemented readings may be provided by the instructor)

Assignments:
1. Work as a team to produce a comprehensive newsletter (or digital book) about their experience in this program (covering all major visits; activities; personal experience; learning experience in advertising, public relations, branding communication, IMC; cultural experience, etc. The key point to be successful in this group project is COMPREHENSIVE both in writing, visuals, and design! I’d like to see your
comprehensive interpretation and analysis of this study abroad program. (Note: InDesign is not available while we are in China unfortunately. Therefore, for the image part, I will not expect high quality design image. But you may use alternative programs. **This is the final group project, which is due by 5:00 p.m. on June 4 via online submission.**

2. Produce a daily news release on your office visit and/or college exchange experience and/or your own experience, accompanying with appropriate images (photos). You need to use the format of news release for this assignment (page limitation: 2 pages). For those of you who are not familiar with the format of news release, I will send you an example. This assignment is to be finished by a mini team (two students per day; then rotate). **This daily assignment is due to me by midnight of everyday by email.** Please identify author of content and name for photo credit.

3. Keep up the group blog by posting content and images on the web page through WordPress.com. There will be a group account and email address to be shared within the group. The content can be extracted from the news release, but MUST be more flexible, fun-to-read, and visually attractive in terms of content: Think about the style of the blogs that will attract your attention. Make it more visual and fun to read! I will send the blog link back to UGA so people can follow us on a daily basis. Please identify author of content and name of photo credit. This assignment is to be finished by the same mini team of on the same day. **The blog needs to be updated by midnight of the same day.**

4. Actively participate in class discussion and other related visits or tours.

**Grading and Evaluation:**
Grades for the special topic seminar will be based on the following components:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Mini team assignment 1: Daily news</td>
<td></td>
<td>20%</td>
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<tr>
<td>release</td>
<td></td>
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<tr>
<td>Mini team assignment 2: Program web</td>
<td></td>
<td>20%</td>
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<tr>
<td>blog update</td>
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<tr>
<td>Final team project</td>
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<td>25%</td>
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<tr>
<td>Peer evaluation</td>
<td></td>
<td>10%</td>
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<tr>
<td>Participation</td>
<td></td>
<td>25%</td>
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<tr>
<td>Final grade</td>
<td></td>
<td>100%</td>
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</tbody>
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Attendance for this program is mandatory. You are expected to participate in all visits.

**Mini student teams: TBA**

**Mini student team schedule: TBA**