Virtual Global Study – Winter 2021
PRAD 384 International Public Relations

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Nur Uysal has been teaching the PRAD 384 International Public Relations course for seven years. She was very excited to incorporate the Virtual Global Study aspect to this course. It was a wonderful opportunity for connecting classrooms to the real world. Especially, during this difficult pandemic time, it was crucial for DePaul students in the dynamic field of public relations to closely follow the recent trends and innovations around the world. In this course, she has developed a quarter-long course client project that allow students to collaboratively work in teams to address a real-life problem of international client, mirroring professional settings.

Students had the opportunity to closely work with the client and develop a public relations campaign. Additionally, the course incorporated several interactive international activities into the content this quarter such as international guest speakers. For example, in week 8, two guest speakers from Brazil: Arianna Ortolani, Partner & Head of PR, and Vania Gracio, CEO and Partner Director, at Sing Communications in Sao Paulo. They are the official PR agency of many global brands such as Tinder and Acer computers. They held a workshop walking student through their most recent PR campaign for Tinder in Brazil. In Week 6, a PR professional and researcher from Russia, Anna Kochinga, explained the current PR practices in Russia and shared her insights into Russian social media and influencer marketing. Each module focused on public relations practices in a specific part of the world such as South Asia, Eastern Europe, and Middle East. Through the Virtual Global Study initiative, students were able to directly hear from professionals working in these regions and ask questions during synchronous meetings.