

# UGRD\_LKCSB\_2620\_COMM334\_YEO SU LIN



Singapore Management University

## COURSE INFORMATION

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### Course Code & Title

COMM334 - Overseas Project Experience:  
Strategic Communication in Asia

### Effective Start Date

11/01/2027

### Offering Unit / Department / School

LKCSB

### Course Career

Undergraduate

### Course Units

CU:

### Grading Basis

GRD - Graded

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### Course Description

COMM334 – an overseas project experience - is an advanced elective module with an overseas study component designed for students majoring in communication management. With Asia's economic ascendancy and modernisation, corporate strategic communication in Asia has taken on a new importance in the past two decades. Home to over half of the world's population, unprecedented political, economic, media, social and technological forces in an age of discontinuities are creating a new world order for Asia. The importance of communicating strategically and the need for greater cross-cultural understanding, including being innovative and enterprising have never been more critical for organisations struggling to effectively communicate with diverse stakeholder groups across different geographies in this new multi-polar business environment. An SMU-XO module, this course is divided into two segments – Singapore and China (Hong Kong). The overseas experience aims to equip communication students to better understand the unique geopolitical dynamics which affect communication in a one country and two systems nation. Students will be equipped with the

ability to apply theory and understand how strategic communication has evolved to influence the integration of paid, earned, shared and owned media which are vital to unearthing unique characteristics that drive communication practice in countries in Asia. In addition to gaining insights from top Asian practitioners in the region, students will also acquire in-depth knowledge of the socio-political-cultural-economic factors that underpin the practice that influence business outcomes in the world's most populous continent. This course will prepare students in communication management to readily transit and take on responsibilities to manage communication for businesses operating across Asia.

### **Course Learning Outcomes**

By the end of this course, students will be able to:

- Understand the political social and cultural factors that influence corporate communication in different countries in Asia
- Apply the principles and theories of intercultural communication when examining the industry practices
- Analyze the effectiveness of different strategies when engaging with multicultural, multi-ethnic stakeholders in today's technologically driven business environments
- Gain valuable insights from guest speakers who manage communication in Asia-Pacific
- Integrate many communication modules and apply knowledge to align business objectives and communication strategies for effective engagement with the highly diverse Asian audience.

### **SMU Graduate Learning Outcomes**

Multidisciplinary knowledge, Critical thinking & problem solving, Collaboration and leadership, Communication, Intercultural understanding and sensitivity, Understanding of global and Asian perspectives

### **Competencies**

Media Strategy Development, Reputation Management, Organisational Relationship Building, Business Presentation Delivery, Stakeholder Management

**Course Area(s)**

AREA - Asia Studies (Intake 2019 to 2023), AREA - Business Options, AREA - Business-Oriented Electives, AREA - Communication Management Electives, AREA - Econ Major Rel/Econ Options, AREA - Social Sciences/PLE Major-related, ENRL - SS Enrolment: 4 ISEP; 1 SUSEP

**CLASS SECTION INFORMATION**

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**Instructor(s)**

YEO SU LIN - (sulinyeo@smu.edu.sg)

**Instruction Mode**

In Person

**Consultations****Teaching Assistants**

The class will be taught in 3-hour sessions from Weeks 1 to 7 only. There are no lessons from Weeks 9 to 13. Student groups will focus on their group projects in the second week of term. If you need to drop by my office, please arrange a consultation slot with the Teaching Assistant.

and

**Office Location**

LKCSB #5054

**Assessment Components (New)**

| Category*             | Weightage* | Assessment/Submission Period* |
|-----------------------|------------|-------------------------------|
| Proctored Assessments | 15         | Week 5                        |

| <b>Description</b>  | <b>Individual<br/>Group?*</b> | <b>or</b> | <b>With<br/>Component?*</b> | <b>Writing</b> | <b>With<br/>Component?*</b> | <b>Oral</b> |
|---------------------|-------------------------------|-----------|-----------------------------|----------------|-----------------------------|-------------|
| Quiz (MCQ) in class | Individual                    |           | Yes                         |                | No                          |             |

| <b>Category*</b>      | <b>Weightage*</b>             | <b>Assessment/Submission<br/>Period*</b> |                             |                |                             |             |
|-----------------------|-------------------------------|------------------------------------------|-----------------------------|----------------|-----------------------------|-------------|
| Proctored Assessments | 15                            | Week 7                                   |                             |                |                             |             |
| <b>Description</b>    | <b>Individual<br/>Group?*</b> | <b>or</b>                                | <b>With<br/>Component?*</b> | <b>Writing</b> | <b>With<br/>Component?*</b> | <b>Oral</b> |
| Quiz (Essay) in class | Individual                    |                                          | Yes                         |                | No                          |             |

| <b>Category*</b>     | <b>Weightage*</b>             | <b>Assessment/Submission<br/>Period*</b> |                             |                |                             |             |
|----------------------|-------------------------------|------------------------------------------|-----------------------------|----------------|-----------------------------|-------------|
| Projects/Assignments | 35                            | Week 18                                  |                             |                |                             |             |
| <b>Description</b>   | <b>Individual<br/>Group?*</b> | <b>or</b>                                | <b>With<br/>Component?*</b> | <b>Writing</b> | <b>With<br/>Component?*</b> | <b>Oral</b> |
| Group Project        | Group                         |                                          | No                          |                | Yes                         |             |

| <b>Category*</b>     | <b>Weightage*</b>             | <b>Assessment/Submission<br/>Period*</b> |                             |                |                             |             |
|----------------------|-------------------------------|------------------------------------------|-----------------------------|----------------|-----------------------------|-------------|
| Projects/Assignments | 15                            | Week 18                                  |                             |                |                             |             |
| <b>Description</b>   | <b>Individual<br/>Group?*</b> | <b>or</b>                                | <b>With<br/>Component?*</b> | <b>Writing</b> | <b>With<br/>Component?*</b> | <b>Oral</b> |
| Reflection video     | Group                         |                                          | No                          |                | No                          |             |

|                              |                         |                                      |                              |
|------------------------------|-------------------------|--------------------------------------|------------------------------|
| <b>Category*</b>             | <b>Weightage*</b>       | <b>Assessment/Submission Period*</b> |                              |
| Class Participation          | 20                      | Week 18                              |                              |
| <b>Individual or Group?*</b> | <b>With Component?*</b> | <b>Writing</b>                       | <b>With Oral Component?*</b> |
| Individual                   | No                      |                                      | Yes                          |

### Instructional Methods and Expectations

This course combines high interaction, theory and cases. Its success depends on outstanding group dynamics. To make this work, I expect all students to please:

- Be diligently prepared by completing all readings and reviewing case studies prior to class.
- Engage in thoughtful and knowledgeable discussion, and challenge sloppy thinking.
- Ask pertinent and constructive questions that contribute to the collective knowledge.
- Be critically thinking of theoretical application to corporate practice as well as to the realities of corporate communication.
- Be punctual for each class.
- Display respectful and civil manners to the teaching team and your classmates.
- Refrain from any disruptive behaviors during class

### Examinations

There is no final exam for COMM334 but there will be two quizzes (online tests carried out in class) comprising 15% each (total 30%), a reflection video (15%) and a group project making up 35% of the total weightage. No make-up exams or tests will be given without prior permission.

Class participation (20%) will be assessed on quality e.g., novel ideas, useful questions, viewpoints that integrate different aspects of the discussion, introducing new facts, challenging common assumptions, sharing relevant experience etc.

Students with special needs

I am committed to helping students with special challenges overcome difficulties with learning the subject matter. Students with special needs, whether the issue is difficulty with course material, a disability, an illness, or any other personal matters, should contact me as soon as they are aware of such problems. The sooner you contact me, the better I can help you. Rest assured I will keep your situation private and confidential.

**Weekly Lesson Plan**

| WEEK | TOPIC                                                         | READINGS (IF ANY)                                                                                                                                                                                                                                              |
|------|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Introduction to Strategic Communication in Asia – an Overview | Sriramesh, K. & Verčič, D. (2020). <i>The Global Public Relations Handbook: Theory, Research, and Practice</i> . Routledge<br>Sriramesh, K., & Yeo, S. L. (Eds.). (2024). <i>Crisis Communication Cases from Asia: A Cultural Approach</i> . Taylor & Francis. |

| WEEK | TOPIC                                                                                                                                                                  | READINGS (IF ANY)                                                                                                                                       |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2    | Global Public Relations Framework and the Interplay of Politics, Economics, Culture, Media and Activism (Part 1)                                                       | Sriramesh, K., & Yeo, S. L. (Eds.). (2024). <i>Crisis Communication Cases from Asia: A Cultural Approach</i> . Taylor & Francis.<br>Plus other readings |
| 3    | <b>Group project brief by corporate client in Hong Kong</b><br>Students to meet mentors from FGS Global Hong Kong (online) + buddies from Chinese University Hong Kong |                                                                                                                                                         |
| 4    | Global Public Relations Framework and the Interplay of Politics, Economics, Culture, Media and Activism (Part 2)                                                       |                                                                                                                                                         |
| 5    | Applying Global Public Relations Framework Lesson<br><b>Strategic Communication in THAILAND</b><br><b>In-Class Quiz MCQ (15%). Online via lockdown browser</b>         | Guest Speaker from Thailand                                                                                                                             |
| 6    | Applying Global Public Relations Framework Lesson<br><b>Strategic Communication in INDONESIA &amp; the PHILIPPINES</b>                                                 | Guest Speakers from Indonesia & the Philippines                                                                                                         |

| WEEK | TOPIC                                                                                                                                                                                                                                     | READINGS (IF ANY)        |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 7    | <p>Applying Global Public Relations Framework Lesson</p> <p><b>Strategic communication in CHINA</b></p> <p><b>In-Class Quiz Essay (15%). Online via lockdown browser</b></p> <p>All groups to provide updates on project progress (1)</p> | Guest Speaker from China |
|      | <p>Week 8 – 13: No Lessons (Student groups to work independently on primary research) with their buddies from CUHK and Mentors from FGS Global HK</p>                                                                                     |                          |
| 14   | <p>Class to reconvene – updates on group project primary research &amp; progress</p>                                                                                                                                                      |                          |

| WEEK                               | TOPIC                                                                         | READINGS (IF ANY)                                                                                                                                                                                                                        |
|------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 17 & 18<br>(OVERSEAS<br>component) | <b>Start of Overseas Learning Component (Hong Kong &amp; Shenzhen)</b>        |                                                                                                                                                                                                                                          |
|                                    | <b>START OF OVERSEAS LEARNING COMPONENT (HONG KONG &amp; SHENZHEN, CHINA)</b> |                                                                                                                                                                                                                                          |
|                                    | Tuesday<br>4 May<br><b>(Shenzhen)</b>                                         | AM • SIN-SZ                                                                                                                                                                                                                              |
|                                    |                                                                               | PM <ul style="list-style-type: none"> <li>• Airport transfer</li> <li>• Hotel check-in hotel (Ascott Raffles City Shenzhen)</li> <li>• Project Check-in with Faculty</li> </ul>                                                          |
|                                    | Wednesday<br>5 May<br><b>(Shenzhen)</b>                                       | AM/ PM Chinese Cultural Insights and Activities                                                                                                                                                                                          |
|                                    | Thursday<br>6 May<br><b>(Shenzhen)</b>                                        | AM/ PM <ul style="list-style-type: none"> <li>• Hosted by CityU HK (Dongguan)</li> <li>• Lesson on Chinese Brands Abroad</li> <li>• Lunch in CityU HK (Dongguan)</li> <li>• Corporate Visits to Huawei Health Hub and ToyCity</li> </ul> |

| WEEK                             | TOPIC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | READINGS (IF ANY)                                                                                                                                                                                                                                 |                                                                                                                           |                                                                                                                           |    |                                                                                                                                                                                                                                                   |                   |    |                                   |    |                                   |  |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----|-----------------------------------|----|-----------------------------------|--|
|                                  | <div> <div> <b>START OF OVERSEAS LEARNING COMPONENT (HONG KONG &amp; SHENZHEN, CHINA)</b> </div> <table> <tr> <td rowspan="2">Friday<br/>7 May<br/>(Shenzhen-HK)</td><td>AM</td><td> <ul style="list-style-type: none"> <li>• Check out Ascott Raffles City Shenzhen</li> <li>• Leave for Hong Kong</li> </ul> </td></tr> <tr> <td>PM</td><td> <ul style="list-style-type: none"> <li>• In Hong Kong - Check in to Ascott North Point HK</li> <li>• Meet Project Sponsor (mentors from FSG Global Communications) + progress review</li> <li>• Talk on Impact of AI on communications</li> </ul> </td></tr> <tr> <td rowspan="2">Saturday<br/>8 May</td><td>AM</td><td>Students to work on group project</td></tr> <tr> <td>PM</td><td>Students to work on group project</td></tr> </table> </div> | Friday<br>7 May<br>(Shenzhen-HK)                                                                                                                                                                                                                  | AM                                                                                                                        | <ul style="list-style-type: none"> <li>• Check out Ascott Raffles City Shenzhen</li> <li>• Leave for Hong Kong</li> </ul> | PM | <ul style="list-style-type: none"> <li>• In Hong Kong - Check in to Ascott North Point HK</li> <li>• Meet Project Sponsor (mentors from FSG Global Communications) + progress review</li> <li>• Talk on Impact of AI on communications</li> </ul> | Saturday<br>8 May | AM | Students to work on group project | PM | Students to work on group project |  |
| Friday<br>7 May<br>(Shenzhen-HK) | AM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Check out Ascott Raffles City Shenzhen</li> <li>• Leave for Hong Kong</li> </ul> |                                                                                                                           |    |                                                                                                                                                                                                                                                   |                   |    |                                   |    |                                   |  |
|                                  | PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• In Hong Kong - Check in to Ascott North Point HK</li> <li>• Meet Project Sponsor (mentors from FSG Global Communications) + progress review</li> <li>• Talk on Impact of AI on communications</li> </ul> |                                                                                                                           |                                                                                                                           |    |                                                                                                                                                                                                                                                   |                   |    |                                   |    |                                   |  |
| Saturday<br>8 May                | AM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Students to work on group project                                                                                                                                                                                                                 |                                                                                                                           |                                                                                                                           |    |                                                                                                                                                                                                                                                   |                   |    |                                   |    |                                   |  |
|                                  | PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Students to work on group project                                                                                                                                                                                                                 |                                                                                                                           |                                                                                                                           |    |                                                                                                                                                                                                                                                   |                   |    |                                   |    |                                   |  |

| WEEK | TOPIC                                                                         | READINGS (IF ANY)                                                                                                                                                    |
|------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|      | <b>START OF OVERSEAS LEARNING COMPONENT (HONG KONG &amp; SHENZHEN, CHINA)</b> |                                                                                                                                                                      |
|      | Sunday<br>9 May                                                               | AM<br>Students to work on group project                                                                                                                              |
|      |                                                                               | PM<br>Students to work on group project                                                                                                                              |
|      | Monday<br>10 May                                                              | AM <ul style="list-style-type: none"> <li>Chinese University Hong Kong (CUHK)</li> <li>Meet group project buddies from CUHK</li> <li>Sharing by CUHK prof</li> </ul> |
|      |                                                                               | PM<br>Corporate Visit - South China Morning Post – company visit and understanding media landscape in HK, China                                                      |
|      | Tuesday<br>11 May                                                             | AM<br>Corporate Visit - Hongkong Exchange                                                                                                                            |
|      |                                                                               | PM<br>Corporate Visit - Link REIT                                                                                                                                    |
|      | Wednesday<br>12 May                                                           | AM<br>Corporate Visit - DFI Retail Group                                                                                                                             |
|      |                                                                               |                                                                                                                                                                      |
|      |                                                                               |                                                                                                                                                                      |

| WEEK                                         | TOPIC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | READINGS (IF ANY)                                                                                                                                                                              |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------|----------------------------------------------|-----------|-----------------------------------|------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----|--------------------------------------------|----|--------------------------------------------|------------------|----|--------------------------------------------|----|--------------------------------------------|--|
|                                              | <div> <b>START OF OVERSEAS LEARNING COMPONENT (HONG KONG &amp; SHENZHEN, CHINA)</b> <table> <tr> <td></td><td>PM</td><td>Corporate Visit - Jardine Matheson</td></tr> <tr> <td>Thursday<br/>13 May<br/>(Public holiday in HK)</td><td>AM/<br/>PM</td><td>Students to work on group project</td></tr> <tr> <td>Friday<br/>14 May</td><td>AM/<br/>PM</td><td>Corporate visit – The Peninsula Hotel + Talk by Lynn Mulholland, General Manager, Group Corporate Affairs, The Hongkong and Shanghai Hotels Limited followed by tram and tour of Victoria Peak</td></tr> <tr> <td rowspan="2">Saturday<br/>15 May</td><td>AM</td><td>Students to prepare for final presentation</td></tr> <tr> <td>PM</td><td>Students to prepare for final presentation</td></tr> <tr> <td rowspan="2">Sunday<br/>16 May</td><td>AM</td><td>Students to prepare for final presentation</td></tr> <tr> <td>PM</td><td>Students to prepare for final presentation</td></tr> </table> </div> |                                                                                                                                                                                                | PM | Corporate Visit - Jardine Matheson | Thursday<br>13 May<br>(Public holiday in HK) | AM/<br>PM | Students to work on group project | Friday<br>14 May | AM/<br>PM | Corporate visit – The Peninsula Hotel + Talk by Lynn Mulholland, General Manager, Group Corporate Affairs, The Hongkong and Shanghai Hotels Limited followed by tram and tour of Victoria Peak | Saturday<br>15 May | AM | Students to prepare for final presentation | PM | Students to prepare for final presentation | Sunday<br>16 May | AM | Students to prepare for final presentation | PM | Students to prepare for final presentation |  |
|                                              | PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Corporate Visit - Jardine Matheson                                                                                                                                                             |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |
| Thursday<br>13 May<br>(Public holiday in HK) | AM/<br>PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Students to work on group project                                                                                                                                                              |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |
| Friday<br>14 May                             | AM/<br>PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Corporate visit – The Peninsula Hotel + Talk by Lynn Mulholland, General Manager, Group Corporate Affairs, The Hongkong and Shanghai Hotels Limited followed by tram and tour of Victoria Peak |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |
| Saturday<br>15 May                           | AM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Students to prepare for final presentation                                                                                                                                                     |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |
|                                              | PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Students to prepare for final presentation                                                                                                                                                     |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |
| Sunday<br>16 May                             | AM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Students to prepare for final presentation                                                                                                                                                     |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |
|                                              | PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Students to prepare for final presentation                                                                                                                                                     |    |                                    |                                              |           |                                   |                  |           |                                                                                                                                                                                                |                    |    |                                            |    |                                            |                  |    |                                            |    |                                            |  |

| WEEK                                                                          | TOPIC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | READINGS (IF ANY)                                                                                                 |  |  |                  |    |                                           |    |                                           |                   |    |               |    |                                                                                                                   |  |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|--|--|------------------|----|-------------------------------------------|----|-------------------------------------------|-------------------|----|---------------|----|-------------------------------------------------------------------------------------------------------------------|--|
|                                                                               | <table> <tr> <td colspan="3"><b>START OF OVERSEAS LEARNING COMPONENT (HONG KONG &amp; SHENZHEN, CHINA)</b></td></tr> <tr> <td rowspan="2">Monday<br/>17 May</td><td>AM</td><td>Group Presentation to Client (all groups)</td></tr> <tr> <td>PM</td><td>Celebration Dinner and Award Presentation</td></tr> <tr> <td rowspan="2">Tuesday<br/>18 May</td><td>AM</td><td>Free and easy</td></tr> <tr> <td>PM</td><td> <ul style="list-style-type: none"> <li>• Check-out Hotel</li> <li>• Airport Transfer</li> <li>• HK-SIN</li> </ul> </td></tr> </table> | <b>START OF OVERSEAS LEARNING COMPONENT (HONG KONG &amp; SHENZHEN, CHINA)</b>                                     |  |  | Monday<br>17 May | AM | Group Presentation to Client (all groups) | PM | Celebration Dinner and Award Presentation | Tuesday<br>18 May | AM | Free and easy | PM | <ul style="list-style-type: none"> <li>• Check-out Hotel</li> <li>• Airport Transfer</li> <li>• HK-SIN</li> </ul> |  |
| <b>START OF OVERSEAS LEARNING COMPONENT (HONG KONG &amp; SHENZHEN, CHINA)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                   |  |  |                  |    |                                           |    |                                           |                   |    |               |    |                                                                                                                   |  |
| Monday<br>17 May                                                              | AM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Group Presentation to Client (all groups)                                                                         |  |  |                  |    |                                           |    |                                           |                   |    |               |    |                                                                                                                   |  |
|                                                                               | PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Celebration Dinner and Award Presentation                                                                         |  |  |                  |    |                                           |    |                                           |                   |    |               |    |                                                                                                                   |  |
| Tuesday<br>18 May                                                             | AM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Free and easy                                                                                                     |  |  |                  |    |                                           |    |                                           |                   |    |               |    |                                                                                                                   |  |
|                                                                               | PM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>• Check-out Hotel</li> <li>• Airport Transfer</li> <li>• HK-SIN</li> </ul> |  |  |                  |    |                                           |    |                                           |                   |    |               |    |                                                                                                                   |  |

### Recommended Textbooks and Readings

Selected readings for COMM334 are taken from two textbooks by Sriramesh (2004, 2020). Additional readings from journals and industry reports are indicated in the **LESSON SCHEDULE**.

- Sriramesh, K. & Verčič, D. (2020). *The Global Public Relations Handbook: Theory, Research, and Practice*. Routledge
- Sriramesh, K., & Yeo, S.L. (Eds). (2024). *Crisis Communication Cases from Asia: A Cultural Approach*. Routledge

Lectures will discuss content and literature aimed to achieve the objectives of the course. Lecture notes will be uploaded before class lesson. Additional readings will also be assigned which will be discussed in class. Industry practitioners and/or visiting Professors will be invited as guest lecturers so that you get new perspectives and interesting insights. Guest speakers may or may not come with prepared slides. As such, it is critical that you attend all sessions of COMM334. As guest speakers may share sensitive information, all guest lectures are off-the-record. Please note that guest lectures represent views of individuals and not necessarily

organizations, unless otherwise stated. This does not, however, apply to guest lectures by visiting Professors. As there may be conflicts in schedules for some of the guest speakers due to their travelling itinerary, lecture topics may have to be moved around.

## **Other Information**

### **DESTINATION AND DURATION**

Hong Kong & Shenzhen, China. 4 -18 May 2027

### **POLICY ON USE OF TECHNOLOGY IN CLASS**

Electronic devices like laptops and iPads may be used during class for academic tasks and activities related to this course **ONLY**. You are **NOT** to use them to engage in tasks unrelated to the course, like surfing the internet, checking emails, instant messaging, playing games or watching YouTube. Mobile phones, iPods, and other peripherals must be turned off and packed away before class begins.

**Please note that you are also NOT ALLOWED to record any of the lecture sessions regardless of whether you are physically in class or attending class online via zoom.**

## **UNIVERSITY POLICIES**

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### **Academic Integrity**

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offence.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx>.

### **Responsible Use of AI**

The University recognises the importance of equipping students with the skills to navigate an AI-driven world. While AI tools may support learning, they must be used judiciously and responsibly. Students must not present AI-generated output as their own work.

Each course may set specific guidelines on the use of AI in assessments. Students are required to follow these guidelines carefully and should seek clarification from the instructors if uncertain.

Misuse of AI constitutes a breach of academic integrity and will be subject to the same penalties as other acts of academic dishonesty.

### **Copyright Notice**

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### **Accessibility**

SMU strives to make learning experiences accessible for all. Students who anticipate or experience physical or academic barriers due to disability are encouraged to inform the course instructor as soon as possible. Students may also contact the university's disability services team if they have questions or concerns about academic provisions:

[accessibility@smu.edu.sg](mailto:accessibility@smu.edu.sg). Please be aware that the accessible tables in our seminar room should remain available for students who require them.

### **Digital Readiness for Teaching and Learning (DRTL)**

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.