**Ethics in a Global Context**

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**Lesson Plan #2 – Theory-Guided Ethical Practice of Global Public Relations**

* **Materials: (a)** a case, **(b)** a written lesson, **(c)** two cases, **(d)** a set of PowerPoint slides
* **Key concepts: (a)** problems in the ethical practice of global public relations, **(b)** theory-guided ethical practice, **(c)** ethical practice of public segmentation in a global context
* **Lesson Plan:**
* **Video:** <https://www.youtube.com/watch?v=0N9IbZA6TYQ>
* **Class activity:** Discuss the principles proposed in the video
* **Going through the concepts**
* **Class activity:** Read the Global Communications Report ([http://www.globalalliancepr.org/global-communications-report/)](http://www.globalalliancepr.org/global-communications-report/%29) Students should divide into groups and present the findings about public relations in different countries. What are the implications on the ethical practice of public relations in a global context?
* **Evaluations:** **(a)** 3 open-ended self-assessment questions (in the PowerPoint slides) and **(b)** 12 multiple-choice questions (in the set of final assessment questions)

**Cases:** Dehumidifier in South Korea & Coke in Belgium