Assignment 1: Practitioner Assignment: Public Relations and Globalization

More than ever, nations around the globe are connected. Globalization—the exchange of ideas, people, and things across national borders—has always existed. The pervasive use of the Internet, however, has accelerated the globalization process.

Organizations cannot ignore the impact of globalization on their businesses and services. Within any organization, opinions may vary with regard to how globalization may benefit or harm business.

Due to its significance, Public Relations Professionals are often asked to create and communicate strategies related to globalization. For this Assignment, you take the perspective of a Public Relations Professional and propose a strategy for countering negative opinions toward globalization within an organization.

**To prepare for this Practitioner Assignment:**

* Review the resources, focusing on the nature and role of public relations as well as the impact of globalization on public relations.
* **Consider the following scenario** from the perspective of a Public Relations Professional.

You are the Public Relations Professional for a large organization. This organization has increased its global presence over the past few years. It has outsourced some positions and established several business initiatives in other countries. As a result, many employees—at all levels—have developed increasingly negative attitudes toward globalization. It is your task to propose a strategy for countering these negative opinions.
* Consider strategies you might present in a proposal for countering negative opinions toward globalization within the organization.

**To complete this Practitioner Assignment:**

By Day 7

**Submit**a 500- to 600-word paper in which you:

* Describe strategies that may promote a better understanding of and a more positive perspective toward globalization within the organization. Provide a rationale for your proposed strategies.
* Explain the risks that your proposal may encounter and explain why you expect to encounter these risks.
* Explain a contingency plan you could apply should your proposal fail. Provide your rationale for selecting this contingency plan.
* In APA-style formatting, cite at least one Week **1 resource, and consider including an additional Optional Resource or other credible source** that might support the concepts in your paper.