COMM 216
Principles and Practices of Strategic Communication

COURSE DESCRIPTION

This course addresses the key concepts, models and practices of strategic communication across a variety of sectors (private, public, non-profit and specialized). Increasing complexity, change, diversity and social responsibility expectations within and around organizations, combined with rapidly evolving information technology, is both transforming and elevating the importance of strategic communication. Developing the organizational capacity to constructively influence perception and behavior through the integration of marketing, public relations and social media is a key competency for managers and professional service providers in all sectors. Students will learn how to identify strategic communication needs, mediums and channels, and develop an integrated strategic communication strategy and system.

COURSE LEARNING OBJECTIVES

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

1. Describe the key concepts, models and practices related to strategic communication across a variety of sectors (private, public, non-profit, specialized).
2. Explain the historical evolution, contemporary state and importance of strategic communication
3. Identify the key general steps, practices and tools within the strategic communications process
4. Develop a strategic communications strategy and system

COURSE EVALUATION

• Quizzes
• Discussion Boards
• Individual Project - Briefing Paper and Presentation
• Application Project – develop a strategic communications strategy and system

TOPICS
• Definition and importance of strategic communication
• Various approaches to strategic communications
• Public information and persuasive communications
• Establishing strategic communication goals
• Identifying strategic communication mediums and channels (tactics)
• Managing the strategic communication system (calendar, budget, evaluation)
• Brand management
• Digital communications
• Media relations
• Crisis communication
• Ethics of strategic communication