



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2020	COURSE NO: CMNS 360	
INSTRUCTOR:	COURSE TITLE: Strategic Communication	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework including one of the following: CMNS 112, CMNS 132 or CMNS 220

CALENDAR DESCRIPTION

This course provides an overview of the range of skills and strategies required for working in corporate, community and government communication fields. It focuses on information and media design and utilizes a case-study approach in which students work both alone and in groups in simulated communication projects. The course covers topics such as relations with the public, media and government, internal organizational communication, working with stakeholders/investors, crisis communication, corporate advertising and public branding.

COURSE NOTE

CMNS 360 is an approved Experiential course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Mahoney, J. (2013). *Strategic Communication*. Victoria, Australia: Oxford University Press.

Selected case studies in strategic communication, www.csscjournal.org

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Assess existing communication strategies in an organization belonging to the business, government or non-profit/NGO sector and systematically identify and describe internal and external factors that influence those strategies.
2. Explain the difference between image, identity and reputation in the context of developing and maintaining a positive corporate identity.
3. Working with a partner, write a profile and a mission statement for an organization, and apply the mission's value statements to the creation of content for an employee newsletter.
4. Examine ethical and social issues pertaining to strategic communication activities such as the use of social media, advertising campaigns, sponsorships and gamification.
5. Distinguish between key messages and communication goals.
6. Working with a team, prepare and present a complex communications strategy for a crisis situation.
7. Research and present a strategic communications plan for an organization.
8. Participate in role-playing communications scenarios for hypothetical organizations.

Students who complete this Experiential course will be able to do the following:

1. Critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in the learner's personal, academic, or professional trajectory.
2. Apply the skills and knowledge of a given discipline or professional context, including working collaboratively in both leadership and team roles.

COURSE CONTENT

Week	Topic
Week 1	Introduction, Definitions and Understanding the Three Sectors
Week 2	The Communicative Organization
Week 3	Frameworks for a Corporate Communication Strategy. How to assess a communication environment and identify an organization's communication needs.
Week 4	Image, Identity and Reputation. The function of a strategic communication strategy in establishing, growing, changing and repairing an organization's public image.
Week 5	Internal Communications and Stakeholder Relations
Week 6	Crisis Management: The professional communicator's roles.
Week 7	Public Consultation and Public Advocacy

Week 8	Media Relations
Week 9	Mock Press Conferences: team presentations of an organization's communications response to a crisis.
Week 10	Digital Communication Strategies
Week 11	Government Relations
Week 12	Corporate Advertising and Branding
Week 13	Individual Presentations of Strategic Communication Plans
Weeks 14 and 15	Final Exam Period – No Final Exam

EVALUATION PROFILE

Communications Assessment	15%
Company/Organizational Profile & Internal Employee Newsletter	15%
Strategic Communications Plan	25%
Individual Oral Presentation/Pitch of Strategic Communications Plan	10%
Team Presentation and Crisis Plan with Media Portfolio	20%
Critical Self-Reflections	15%

DESCRIPTION OF COURSE ASSIGNMENTS

Assignment 1: Communications Assessment (15%)

Working alone, choose one of the organizations provided by the instructor and write an assessment of its communications needs. The assignment takes the form of a report to the executive branch of the organization. The emphasis is on understanding the communication environment of the chosen example, and correctly assessing the organizational needs.

Assignment 2: Company/Organizational Profile (15%)

Working with a partner, choose an organization from a different sector (business/government/non-profit) than the one chosen for Assignment 1; students may create a fictional organization for this assignment. Write a company/organizational profile, a corporate mission statement, and a four-page employee newsletter. The emphasis is on organizational identity and internal communications.

Assignment 3: Strategic Communications Plan (25%)

Working alone, prepare a complex communications strategy for a real-life organization from the sector area not used in Assignments 1 or 2. This includes choosing communication objectives and key messages appropriate for the sector and organization, and preparing a list of activities and target audiences, a budget and timeline for implementation, and methods for measuring success. The emphasis is on external communications and case study application.

Individual Oral Presentation/Pitch (10%)

Present the highlights of the Assignment 3 communications strategy (Assignment #3) as a five-minute pitch to a client or executive. Students must decide what aspects of the plan to emphasize and why. The pitch will be followed by a short question and answer period. Students should be prepared to explain and defend their work.

Team Presentation + Crisis Plan/Media Portfolio (20%)

Students will be assigned to work in teams representing a specific organization. Each team will prepare a crisis communications plan, a public media relations strategy, and a media portfolio (media release, backgrounder and a Q&A) in response to the particular crisis, and they will present this at a mock press conference. Students should strive for a professional product and be prepared to answer questions from the media and the public, represented by the rest of the class and invited guests. The emphasis is on crisis communication preparation.

Critical Self-Reflections (2 @ 7.5% each, total 15%)

In response to prepared questions, students will critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in their personal, academic, or professional trajectory.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking and to conduct research during in-class exercises and activities.

Online Communication

Outside of the classroom instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarize themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.