

COM368e Strategic Communication

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Strategic Communication is the study of how organisation communicates to accomplish organisational and communication goals within itself and with its external stakeholders. Strategic communication involves communicating the best message using the most appropriate channels that will influence the opinions of key stakeholders such as employees, consumers, government, community, the media, and other stake holders. Strategic Communication will involve the use of public relations, advertising, persuasion, corporate identity, image repair and public relations advocacy.

One of the unique features of this course is the industry linkages. Different industry partners will be invited to share strategic communication cases in their company or within their industry. The sharing session could consist of a panel of speakers from different industries.

For the ECA, students could propose an area of communication within their own organisations that they have identified where strategic communication could be practised. The ECA will be an authentic proposal that they can submit to their supervisors in their companies. For the minority of students who may be in between jobs and are not attached to a company, they could opt for an industry-based scenario as a backdrop of their ECA.

Topics:

- Elements of a Good Corporate Reputation
- Business-to-Consumer (B2C) Case Study
- Strategic Communications
- Business-to-Business (B2B) Case Study
- Understanding Stakeholders
- Integrated Marketing Communications Case Study
- Building Media Relations
- Media Relations Case Study
- Corporate Responsibility
- Corporate Responsibility Case Study
- Issues and Crisis Management
- Issues and Crisis Management Case Study

Learning Outcome:

- Discuss the importance of and the need for strategic communication in an organisation.
- Distinguish the key stakeholders and describe their concerns in strategic communication.
- Evaluate the challenges when planning and executing strategic communication.
- Analyse why and how strategic communication is required in various scenarios.
- Formulate effective communication strategies for a company or organisation.
- Develop purpose-driven action and evaluation plans.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	ECA	50
Total		100