

COMM351

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : COMM351 **Title :** Strategic Communication

Length of Course : 8

Prerequisites : COMM300 **Credit Hours :** 3

Description

Course Description: This course is designed to introduce students to the planning, coordination, collaboration, and management needed to create a fully-fledged communication strategy that will deliver a message to achieve the desired effect for any organization or individual. Students will cover many aspects of strategic communication management: planning and analysis, considering audience demographics data analytics, incorporating input from all decision makers, media and platforms to be used, timeline, creating feedback loops, legal and compliance approval, implementation, and assessment of communication effectiveness and future considerations. Practical business skills, marketing, navigating organizational politics, intercultural communication, information flow, and data analytics will also be covered on during this course. (Prerequisite: COMM300)

Course Scope:

Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

CO3: Analyze different communication perspectives and the consequences each one has for practice.

CO4: Define and reflect upon strategic communication as a professional practice.

CO5: Recognize the role of contexts and situations where strategic communication is applied.

CO6: Discuss new approaches and concepts for strategic communication.

Outline

Week 1: Introduction to Strategic Communication

Course Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

Weekly Objectives

WO 1.1: Successfully navigate the course and interact with peers

WO 1.2: Define communication

WO 1.3: Identify how effective communication benefits an organization

WO 1.4: Articulate how communication theories support strategic communication

Readings

Week 1 Reading & Resources

Week 1 Lesson

Assignment(s)

Week 1 Discussion

Week 2: Interconnected Parts of a Communication Strategy

Course Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

CO3: Analyze different communication perspectives and the consequences each one has for practice.

CO4: Define and reflect upon strategic communication as a professional practice.

CO5: Recognize the role of contexts and situations where strategic communication is applied.

Weekly Objectives

WO 2.1: Examine the use of strategy and tactics.

WO 2.2: Examine the steps to optimize strategic communication.

WO 2.3: Define strategic communication.

WO 2.4: Examine the strategic communication research fields.

WO 2.5: Practice some of the necessary leadership skills needed for strategic communication.

WO 2.6: Articulate how diversity in business can work together for a common goal.

Readings

Week 2 Reading & Resources

Week 2 Lesson

Assignment(s)

Week 2 Discussion

Week 2 Assignment: Case Study - Starbucks' Race Together

Week 3: Strategic Communication in Society

Course Objectives

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

CO3: Analyze different communication perspectives and the consequences each one has for practice.

CO4: Define and reflect upon strategic communication as a professional practice.

CO5: Recognize the role of contexts and situations where strategic communication is applied.

Weekly Objectives

WO 3.1: Describe and analyze strategic communication in society. WO 3.2 Understand how the emergence of social media has affected communication

Readings

Week 3 Reading & Resources

Week 3 Lesson

Assignment(s)

Week 3 Assignment: Media Writing

Week 4: Organizational Culture and Ethics

Course Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

CO3: Analyze different communication perspectives and the consequences each one has for practice.

CO5: Recognize the role of contexts and situations where strategic communication is applied.

Weekly Objectives

WO 4.1: Describe the advantages of effective group communication.

WO 4.2: Evaluate group effectiveness as preparation for the future.

WO 4.3: Explain how anxiety can inhibit clear communication during a meeting.

Readings

Week 4 Reading & Resources

Week 4 Lesson

Assignment(s)

Week 4 Discussion

Week 4 Exam

Week 5: Change and Crisis Communication

Course Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

Weekly Objectives

WO 5.1: Discuss how critical turning points in an organization is in need of strategic communication.

Readings

Week 5 Reading & Resources

Week 5 Lesson

Assignment(s)

Week 6 Discussion

Week 6: Getting it Done with a Presentation

Course Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO4: Define and reflect upon strategic communication as a professional practice.

CO5: Recognize the role of contexts and situations where strategic communication is applied

Weekly Objectives

WO 6.1: Scrutinize the need to deliver an effective presentation appropriate for the message, audience, and occasion.

WO 6.2: Report the importance of and ways to deliver an effective presentation.

Readings

Week 6 Reading & Resources

Week 6 Lesson

Assignment(s)

Week 6 Discussion

Week 7: Social Media - Uses and Messaging

Course Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

CO4: Define and reflect upon strategic communication as a professional practice.

CO5: Recognize the role of contexts and situations where strategic communication is applied.

CO6: Discuss new approaches and concepts for strategic communication.

Weekly Objectives

WO 7.1: Report different situations where social media are used to support a company.

WO 7.2: Evaluate the basic guidelines to be followed for ensuring social media posts reach the intended audience.

WO 7.3: Develop a plan to improve the social media use of a company.

Readings

Week 7 Reading & Resources

Week 7 Lesson

Assignment(s)

Week 7 Assignment: Social Media Strategic Plan

Week 8: Strategic Communication in Action

Course Objectives

CO1: Understand the fundamental importance of communication for the existence and performance of all organizations.

CO2: Describe relevant theories, concepts, and methods used to solve problems in strategic communication.

CO3: Analyze different communication perspectives and the consequences each one has for practice.

CO4: Define and reflect upon strategic communication as a professional practice.

CO5: Recognize the role of contexts and situations where strategic communication is applied.

CO6: Discuss new approaches and concepts for strategic communication.

Weekly Objectives

WO 8.1 Discuss how to use the strategic communication tools presented throughout this course.

Readings

Week 8 Reading & Resources

Week 8 Lesson

Assignment(s)

Week 8 Forum

Week 8 Exam

Evaluation

Grading:

Name	Grade %
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Materials

Book Title: Writing for Strategic Communication Industries - available online, link provided inside the classroom

Author: Roberts, Jasmine

Publication Info: umn.edu

ISBN: 351-NTMO

Book Title: Strategic Communication in Business and the Professions, 8th ed - the VitalSource e-book is provided inside the classroom

Author: O'Hair, Dan

Publication Info: VS-Pearson

ISBN: 9780134011684

Book Title: Strategic Communication - e-book available in the APUS Online Library

Author: Falkheimer, Jesper

Publication Info: Routledge

ISBN: 9781138657038

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the COMMUNICATION program area.
- Please note that no formal citation style is graded in the Discussions--only attribution of sources (please see details regarding Discussion communication below).

Tutoring

[Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

School of Arts & Humanities Late Policy:

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including Discussion posts/replies, quizzes, and assignments. ***Beginning on the sixth day late through the end of the course, late work, including Discussion posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.***

Turnitin:

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty:

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through "Messages" or E-mail but must be submitted through the Assignments area directly.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Discussions:

- All initial discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
 - All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
 - Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions. The purpose of the discussions is to actively participate in an on-going discussion about the assigned content.
 - “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
 - As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
 - You must post a response to the weekly discussion topic and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly discussion guidelines for specific expectations on the number of replies and word count requirements.
 - Late posts to a discussion topic will be subject to the School late policy and may not be accepted without instructor approval.
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University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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