

Strategic Communication Planning CMPR6207

Course Outline (Online)

Description:

Strategic planning is a crucial aspect of public relations practice. In this course, students will learn how to design effective communication plans by creating their own. Examples will be presented to demonstrate common communication challenges for organizations in order to apply the principles of strategic communication planning.

Fun and interactive, the course will include activities and exercises in which students will share their experiences and learning with each other, the course material, and the instructor.

Course Goals:

To provide students with a good understanding of the process and techniques of strategic communications planning that supports and furthers an organization's vision, mission and brand.

Course Objectives:

At the completion of this course, the student will be able to:

- Outline the components of an effective strategic communication plan
- Develop a strategic communication plan that incorporates communication best practices
- Evaluate a given strategic communication plan

Texts and Software:

There are no required textbooks for this course. Readings and articles will be provided in OWL Brightspace.

Evaluation:

This is a graded course where a complete or incomplete will be issued. To receive completion for this course, a student must:

- Participate in weekly Forum discussions
- Complete all group assignments
- Attend at least three out of four Zoom sessions

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

Your instructor will reply to messages within 24 hours between Monday and Friday and within 48 hours on Saturday and Sunday. If your question is course-related, please post it to the **General Topic Cafe** so that all students can receive the same information.

Policy on Late Assignments:

Online discussions are completed in the week they are assigned. This is to allow everyone the opportunity to contribute to the conversation. Failure to complete the online discussion will result in a "zero" awarded for the week. **An online week runs Monday to Sunday.**

All other assessments (assignments, and reflections) have suggested deadlines. Every effort should be made to submit by the deadline, however, they will be accepted and assessed until 23:55 ET on the last day of the course without any academic penalty applied. Anything received after this time will result in a grade of "zero".

When will I receive my grades?

Final grades will be available two weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

How do I hand in assignments?

Western Continuing Studies

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Course Schedule

Date	Topic	☑ Activities
Unit 1: Overview of strategic communication planning	Welcome and introductions - Course introduction - Review the eight elements of a strategic communications plan - Review steps 1 & 2: business need and target audience - Break into working groups - Identify the business need for your chosen organization - Target audience analysis - Develop the first part of your communications plan	- Video lecture - Small group forum activity (introductions) - Individual review activity - Group assignment: Develop Part I of your communications plan in collaboration with group members and submit. Strategic Communications Plan – Part I
Unit 2: Start planning	Review steps 3, 4 & 5: - Goals and SMART objectives - Key messages - Implementation and strategy - Start building Part I of your plan	- Video lecture - Small group forum activity - Individual review activity - Partner assignment: Create a strategic communication plan for a given organization Strategic Communications Plan – Part I
Unit 3: Complete your plan	Review steps 6, 7 & 8: - Tactics, timeline and budget - Measurement and evaluation - Continue building your plan	- Video lecture - Small group forum activity - Individual review activity - Final communication plan due Week 4
Unit 4: Submit your plan and evaluate	This week students will submit a complete communication plan for review: - Submit a plan that incorporates the eight elements of a strategic communication plan - Evaluate another group's plan, provide feedback and comments	- Video lecture - Small group forum activity Strategic Communication Plan – Part II Communication plan review activity