

STRATEGIC COMMUNICATION PLANNING

CMPR6207

Course Outline

Description:

Strategic communication planning is a crucial aspect of public relations functions. This course provides you with the knowledge, skills and tools required for designing effective communication plans. This course focuses on developing, implementing and evaluating communication plans that fit the mission and align with the goals of an organization. This course will be especially helpful to those working outside of the field of communications and public relations.

Course Goals:

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

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

- Think strategically as a communicator
- Understand the fundamentals of building and implementing a strategic communications plan that supports an organization's mission, strategic initiatives, and goals.
- Define the steps required in the strategic communications planning process
- Understand the importance of positioning, messaging, and branding

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a "complete" for this course. A grade report can be printed from myWCS.

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 The University of Western Ontario, 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/board/code.pdf>

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.

Please contact Continuing Studies if you require information in an alternate format, or if any arrangements can be made to ensure that this course is accessible to you. If you would like to provide feedback about accessibility-related issues that are specific to your experience with Continuing Studies, you may do so using our comment box (located in the entrance of the office) or you may contact Accessibility at Western (accessibility@uwo.ca or 519-661-2111, extension 85562); the feedback will be forwarded to the appropriate individual or area for follow-up.

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Course Schedule:

Day 1

- Welcome, Introductions and Overview
- The strategic communications planning process
- Setting the foundation: situational/organizational analysis
- Selecting and analyzing your audiences and stakeholders
- Setting effective goals and objectives

Day 2

- The importance of branding and positioning statements
- Developing your messages
- Setting Strategies and Tactics to meet your objectives
- The importance of measurement
- Common Communications Challenges