

CMS 230 Fundamentals of Strategic Communication

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: Discover the relationships between public relations practitioners, advertisers, marketing representatives and the news media, and how all are utilized to shape public perceptions. This course introduces students to the basics of target audiences, messages, special events, and how they all fit into a cohesive program as part of the promotional mix of an organization.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:

At the conclusion of the course, students should be able to:

1. Develop theoretical and practical appreciation of mass communication strategies.
2. Articulate historical, legal, and ethical trends in public relations, advertising and marketing.
3. Design theoretical concepts that contribute to successful strategic communication management.
4. Analyze case studies and readings effectively in order to apply concepts to practice.
5. Evaluate strategies for communicating effectively with different publics.
6. Develop goals, objectives, strategies, and tactics to solve public relations, advertising and marketing challenges.
7. Identify and describe the roles played by strategic communication in organizations and business.
8. Understand the ethical implications of strategic communication practices.
9. Gather and analyze information as public relations, advertising and marketing tools.
10. Complete rudimentary strategic communication research including isolation of segmented audiences.
11. Design “pitch” or query letters, as well as public service announcements.
12. Create evaluation tools for public relations activities.

Topics to be studied:

At the conclusion of the course, students will have a basic understanding of the following:

- The basic vocabulary of the public relations, advertising, marketing practitioner.
- The major tools and tactics of the public relations, advertising, marketing practitioner.
- How communication and persuasion concepts affect public relations, advertising, marketing plans and outcomes
- The roles of strategic communication in society.
- How communication strategic plans are created.
- The various careers and skill sets within the field of strategic communication.

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	x
Students will demonstrate an ability to evaluate and critique their own and others’	x

communication.	
Students will exhibit strong listening skills.	x
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	x
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	x
Students will exhibit creativity and innovation in the delivery of messages.	x
Students will competently analyze an audience to create effective messages.	x
Students will articulate the role of ethics in media and communication.	x

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	x
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	x
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	x
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	

Special requirements of the course:

Student must maintain a portfolio of all work throughout the semester.

Additional information:

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