

CMS 437 Strategic Communication Writing/Case Studies

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: Discover how to become an effective writer in a variety of formats expected of strategic communication practitioners. This course introduces students to not only writing, but also a study of cases and situations designed to help students develop agility in applying effective strategic communication practices.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:

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

1. Facilitate an understanding of the strategic management of public relations, advertising, and marketing by analyzing the communication process – audience/situation records, objective, program, and evaluation.
2. Review strategic communication strategy and tactics to analyze the environment of an organization.
3. Develop informed objectives and strategies to implement strategic communication campaigns.
4. Evaluate overall campaign effectiveness.
5. Develop skills in strategic communication management based on an analysis of current and historical case studies.
6. Practice developing and applying strategy and tactics based on a sound understanding of strategic communication concepts and practices.
7. Evaluate how strategic communication practitioners deal with problems and opportunities.
8. Develop skills in writing public relations releases for all print, electronic, and out-of-home media.
9. Enhance ability to design and write copy for a variety of consumer markets, on long and short deadline notices within space and time constraints.
10. Judge creative work and accept critical appraisal of personal work
11. Understand changes that have occurred in strategic communication creative styles in response to changing social, economic, and technological conditions.

Topics to be studied:

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

- Various roles of strategic communication.
- Analysis of successful and failed case studies in various strategic communication functions: media relations, community relations, government relations, consumer relations, crisis communication, etc.
- Standards, ethics, and values of strategic communication practitioners.
- Technology and social media's impact on strategic communication practices.
- Copy revision and proofreading.

- Social issues in communities that impact strategic communication studies.
- An understanding of civic responsibility in promoting organizations or products.

| 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' communication. | X |
| 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:

Prepared by: Torie Jackson

Date: October 20, 2017