

**CMS 439 Strategic Communication Campaign Management**

**Credit Hours:** 3

**Scheduled hours per week**

Lecture: 3

Lab:

Other:

**Catalog Course Description:** Students will conduct original research, construct a comprehensive campaign plan, and produce public relations, advertising, and marketing collateral material that could be used to implement their campaign. This course culminates with the pitching of a campaign to a client.

**Pre-requisites:** NA

**Co-requisites:** NA

**Course Learning Outcomes:**

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

1. Explore the strategic communication process including research, organization, programming, and evaluation.
2. Utilize a variety of problem-solution approaches to strategic communication case studies.
3. Learn to plan, implement, and manage special events.
4. Practice many aspects of public relations such as community relations, employee communications, government relations, lobbying, media relations, public affairs, and others.
5. Facilitate efforts to create a strategic communication plan with a client.
6. Creation and implementation of informative or persuasive campaigns and special events.
7. Promote civic leadership, social responsibility, teamwork, and critical thinking skills.
8. Demonstrate the ability to critically analyze a real-world organization’s communication scenario and devise a successful plan of action to promote the organization and/or products.
9. Orally communicate a plan of action to a client in a boardroom setting.
10. Demonstrate skills to successfully communicate recommended strategic communication activities through a written document.
11. Develop skills to manage time, people, and money in solving a communication problem.
12. Display knowledge of proper application and use of strategic communication collateral material in achieving communication goals.

**Topics to be studied:**

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

- The role of strategic communication in organizational management.
- The necessity of strategic planning in strategic communication.
- The development of strategic planning using a matrix.
- The development of a strategic communication campaign.
- Oral presentation techniques.
- Teamwork.

<b>Relationship of Course to Discipline Learning Outcomes</b>	
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

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> 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
<b>Science &amp; Technology</b> 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.	x
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	x
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	x
<b>The Arts &amp; Creativity</b> 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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**Date:** October 20, 2017