

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	Strategic Communication Management				
Course code (LAIS):	KomZ5006				
Study programme:	Strategic Communication and Governance				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input checked="" type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	4	6	160	48	112
Course Author/ Tutor:	Lāsma Šķestere , Mg.sc.comm.				
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	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	1 st year 2 nd semester				
Language:	English				
Prerequisites for the Course:	Not necessary				
Course Summary:	<p>The aim of the course is to widen understanding of communications as a strategic management function of the organisation. Through theoretical perspective, cases studies and crisis communication simulation we would like to broaden your perspective of the importance of efficient and meaningful communications as part of organisation's strategy. This course will provide knowledge of the basic process of strategic communication such as research, planning, communication and evaluation, the use of communication strategies and tactics to achieve organizational goals and objectives, as well as give insights into the latest trends of strategic communication management.</p>				
Assessment:	Exam: presentation of communication strategies				
Requirements for Credits:	Your performance will be assessed based on:				
	<p>1.Exam – communication strategy (maximum score 50). The communication strategy (key components: justification of problem, research methods and conclusions, aim, strategy, messages, stakeholders, tactical plan, evaluation indicators);</p> <p>2.Independent work — analysis and presentation of a scientific publication (maximum score 10). Assessing the relevance of the publication to the theme of strategic communication, the quality of the presentation and the proposed discussion;</p> <p>3.Independent work — analysis of the communication strategy (maximum score 10). Assessing the student's ability to analyse an existing strategy based on the knowledge acquired in the course;</p> <p>4. Independent work — analysis of communication campaigns (maximum score 10).</p> <p>5. Group work – simulation of crisis communication (maximum score 10);</p> <p>6. Participation in workshops – discussions, groups work (maximum score of 10).</p>				
	<p>Range of points</p> <p>10 - 95-100 points</p> <p>9 - 88-94 points</p> <p>8 - 81-87 points</p> <p>7 - 74-80 points</p> <p>6 - 67-73 points</p>				

	5 - 60-66 points 4 - 53-59 points 3 - 46-52 points 2 - 39-45 points 1 - 38 points and below	
Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.	
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria
	Knowledge	
	Demonstrate knowledge of communication theory and application.	Group-work activities
		Assessment of the analysis of the scientific publication
	Skills	
	Stress management and ability to plan communication in crisis situation	Performance in crises communication simulation
	Critical thinking in order to evaluate communication strategies	Analysis of presentations on Communication Strategies
	Competency	
Develop a strategic framework for effective communication strategy	Presentation of Communication Strategy	
Course Compulsory literature:	Austin, E.W., & Pinkleton, B. (2015). <i>Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns</i> (3rd ed.). Routledge. https://doi.org/10.4324/9781315754833 Grunig E.James, (1992), <i>Excellence in Public Relations and Communication Management</i> , Lawrence Erlbaum Associates, Publisher, London Heath, Robert Lawrence. (2013). <i>Encyclopedia of public relations. Vol. 1 Vol. 1</i> . Los Angeles: SAGE Reference. Heath, Robert L., and Winni Johansen (2018). <i>The international encyclopedia of strategic communication</i> . Holtzhausen D, Zerfass A. (Eds.), (2020). <i>The Routledge handbook of strategic communication</i> . New York, NY:Taylor & Francis. Freberg, Karen June (2019). <i>Social media for strategic communication: creative strategies and research-based applications</i> . Kotler P., (2011), <i>The Age of Responsibility. CSR 2.0 and the New DNA of Business</i> , John Wiley&Sons Ltd, UK	
Course additional literature:	European Communication Monitor: https://www.communicationmonitor.eu/2021/05/21/ecm-european-communication-	

	monitor-2021/ State of the Global Workplace (Gallup)2021: https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx
Course confirmation date:	
Date of course description update:	04.02.2022.

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Principles of strategic management. Key concepts of strategic communication. Institutionalization of strategic communication. The role of communication executives in strategic communication.	4	6	Lecture
	Importance of reputation, image and brand.	4	12	Seminar Lecture
	Understanding stakeholders.	4	6	Lecture Workshop
	Key components of communication strategy – problem definition, aim, auditory and stakeholders.	4	8	Seminar Lecture
	Strategic communication tactics. Communication campaign as an instrument of strategic communication.	6	12	Seminar Lecture
	Key messages as integral parts of communication strategy	2	6	Lecture/workshop
	Internal communication of organisation.	4	6	Lecture Lecture
	Crisis communication – definitions, typology, case studies. Crisis communication simulation.	8	18	Lecture Seminar Workshop
	Corporate Responsibility.	4	6	Lecture Lecture
	Role of evaluation in planning of communication strategies.	4	6	Lecture Workshop
	Exam – presentation of the Communication Strategy	4	26	Exam
	Hours total:	48	112	