

Communication 401: Foundations of Global Strategic Communication

Fall 2015
Course Syllabus

Tu 7-9 :30 p.m.
013 SOC

Instructor

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Office Hours: Tu 1:15-2:15 p.m. and 3:45-4:45 p.m., Th 3:45-4:45 p.m., or by appointment

Course Description

This course explores basic types of strategic communication – public relations, digital and social media, advertising and marketing – in an era of globalization. An increasingly interconnected world impacts and challenges almost every aspect of strategic communication, from creating and delivering messages to spreading ideas that cross language, temporal, and cultural barriers. This course examines several factors influencing the work of strategic communicators on a global stage: globalization, culture, and new media. Through class discussions, interactive activities and guest speakers, students will study frameworks for strategic communication in a global environment and apply those lessons in group and individual projects.

Course Objectives

- To explore fundamental concepts in strategic communication, including the similarities and differences between public relations, advertising and marketing.
- To be able to identify and explain the roles of strategic communication and the importance of dialogue and engagement in an increasingly connected, multicultural world.
- To examine the theories of mass communication that underpin effective strategic communication.
- To develop the ability to construct effective messages by integrating culturally relevant information.
- To learn how to deliver messages effectively through creative and appropriate strategies and tactics.

Required Textbook

Public Relations Case Studies from Around the World (Turk, Valin and Paluszek, eds.),
Peter Lang Publishing, 2014, ISBN 978-1-4331-2346-7.

Additional Assigned Readings

Additional required course readings will be available on Sakai and/or handed out in class.

Sakai

Lectures will be posted in advance on Sakai. This is designed to enable students to avoid having to take extensive notes in class and as an aid for studying for exams; it is not meant as a substitute for class attendance.

Expectations

Students are expected to be prepared for, attend, and actively participate in all class sessions. Class will begin promptly at 7 p.m. and students who arrive after attendance has been taken will be marked absent. Since class meets only once a week, missing a class is equivalent to missing an entire week's worth of material. Class participation counts for 10 percent of a student's grade, and if you don't attend, you can't participate. Please inform me in advance if you believe you have a legitimate reason for an absence.

Discussions

Some class lectures will be followed by discussions of real-world cases on that topic. All students are expected to come to class prepared to actively discuss the cases and to respond to questions from the instructor and classmates. Students who do not attend discussion sessions and/or do not participate will receive a participation grade of zero for that session.

Assignments

There will be four short (3-4 page) assignments during the semester. All assignments should be typed double spaced in a 12-point font with 1-inch margins with the student's name and date on the top of the first page. Papers should be stapled.

Hard copies of assignments are due at the beginning of class on the date specified. No email copies will be accepted except without prior approval of the instructor.

Strategic communicators write for professional audiences. Students should aim to produce professional-quality work: accuracy, quality, format, and neatness all count and papers should be carefully proofread, edited and revised. Papers with typos, factual errors, or errors in grammar, punctuation or syntax will be graded down.

Students are strongly advised to obtain and refer to a recent edition of the Associated Press Stylebook and Briefing on Media Law (2015 edition, ISBN 978-0-917360-61-9; print edition, online subscription and mobile app are available for purchase through <https://www.apstylebook.com/>). In addition, students are urged to have and use a reference book on English grammar for guidance on writing style.

Since communication professionals are held to deadlines, all assignments are due at the beginning of class on the specified date. Late assignments will be graded down one grade per day. For example, an assignment that would have received an A if it been turned in on time would receive a B+ if it was received between the class meeting time and midnight on the date due, a B if it was turned in on the following day, a C if it was turned in two days late, etc. No make-up assignments will be available.

In-Class Team Exercises

Students will be divided into teams to work on four realistic strategic communication situations, problems, issues or opportunities on different topics. Team members will spend part of a class session working on the exercise and presenting their recommendations. Students who do not attend class and participate in the exercise and will receive a grade of zero for that exercise. No make-up assignments will be available.

Exams

The mid-term will cover material up to the mid-term; the final will cover material from after the mid-term to the end of the semester. Both exams will be in essay form. Both will cover materials from lectures, assigned readings, handouts, guest speakers, and film/videos. Neither exam may be made up at another time.

Grading Scale

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	61-66
F	60 or below

Course Grading

Written assignments (4)	25 percent of grade
In-class team exercises (4)	20 percent of grade
Mid-term	20 percent of grade
Final exam	25 percent of grade
Class participation	10 percent of grade

Academic Integrity

Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:

- Cheating on exams or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
- Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
- Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your

citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.

- For closed-book exams, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
- Turning in the same work for two classes.

Classroom Behavior

Turn off your phone and keep it in your backpack, pocket or purse. Be respectful of fellow students and be in your seat when class begins.

Accommodations

Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Services for Students with Disabilities to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates.

Students are excused for recognized religious holidays. Please let me know in advance.

Course Schedule

(Subject to Change)

Reading assignments are to be completed before class on the date shown

Week 1

Aug. 25

Overview of Strategic Communication

Readings: Goldmacher, "Facebook the Vote"
Hallahan, Holtzhausen, van Ruler, Vercic & Sriramesh, "Defining Strategic Communication"
Miltenberg, "Public Relations Redefined and Deconstructed"
Stanley, "Five Ways the Ad World has Changed in the Last 10 Years"
Wang, "10 Lessons in Brilliant Marketing"
Wynne, "The Real Difference between Advertising and Public Relations"

Discuss Assignment 1 (due Sept. 8)

Week 2

Sept. 1

Strategic Communication from Theory to Practice

Readings: Benen, "Despite GOP Opposition, 'Obamacare' Continues to Expand"
Bomey, "Buick Winning Sales by Poking a Little Fun in Ads"
Gould, "The Most Neglected Disease"
Ip, "News on Social Media Suffers a 'Spiral of Silence': Pew Study"
Levco, "Tapping Social Media 'Agents,' Ford Revs up Buzz around Fiesta"
Newman, "Bloggers Don't Follow the Script, to ConAgra's Chagrin"

Team exercise 1

Week 3

Sept. 8

Globalization and Strategic Communication

Readings: Cavdar, "Creating Earthquake Insurance Awareness" (case study)
Collins, "The Pros and Cons of Globalization"
"Kenyan Census Campaign Wins Global Recognition" (case study)
London, "When Did Globalization Start?"
Sison, "Creative Strategic Communications: A Case Study of Earth Hour"
Suo & Bardhan, "Charting the Waters of Globalization: An Analysis of Haier's Strategic Organizational Discourse" (case study)

Cases discussion
Assignment 1 due

Week 4

Sept. 15

Cultural Relevance and Resonance

Readings: Heine, "Mountain Dew Fiasco Shows Brands Desperately Want Street Cred"
Pagel, "Does Globalization Mean we will Become One Culture?"

“Room for Debate: Whose Culture is it Anyhow?”

Team exercise 2

Week 5

NOTE: Because of a religious holiday, the class on Tues. Sept. 22 has been rescheduled for Thurs. Sept. 24 in SOC 222.

Nationalism, National Reputation and Nation-Building

Readings: Booth, “PR Firms Make London World Capital of Reputation Laundering”
García, “Using Strategic Communication for Nation-Building in Contemporary Spain: The Basque Case” (case study)
Kaur, “Addressing Ethnic Tensions: Registering Stateless Malaysian Indians” (case study, textbook, pp. 284-298)
Luomo-Aho & Kolbe, “Creating a National Brand for Finland” (case study, textbook, pp.149-169)
Sundhaman & Magee, “National Branding: Reputation of a Nation”
Vercic, “Let’s Clean Slovenia in One Day” (case study, textbook, pp. 301-314)
Warrick, “U.S. Losing Global Public Relations Battle to ‘Baywatch’ and Wrestling”

Cases discussion

Discuss Assignment 2 (due Oct. 13)

Week 6

Sept. 29

Tourism, Trade and Economic Development

Readings: Bhargava, “Six Lessons from the Best Marketing Campaign Ever”
DeSanto, “Costa Rica Develops an Ecotourism Paradise” (case study, textbook, pp. 115-126)
Dhanesh, “Kerala: From Backwaters to One of the Ten Paradises on Earth” (case study)
Frandsen & Johansen, “Coop Denmark and Africa Development through Trade” (case study, textbook, pp. 93-112)
Tsetsura, “A Case Study of the Finlandia Communications Program in Russia”

Cases discussion

Mid-term exam

Week 7

Oct. 6

Fall break – no class

Week 8

Oct. 13

Global Branding

Readings: Bucci, "Barilla's 'Share the Table' Campaign Empowers Families to Reconnect" (case study)
Martino & Lovari, "Enel's 50 Years of Energy (case study, textbook, pp. 39-65)
Molleda & Roberts, "The Value of 'Authenticity' in 'Glocal' Strategic Communication: The New Juan Valdez Campaign" (case study)
Sung, "Global Public Relations in South Korea: A Case Study of a Multinational Corporation" (case study)
Stacks, Wright & Bowen, "IBM's Smarter Planet Initiative: Building a More Intelligent World" (case study, textbook, pp. 3-20)

Cases discussion
Assignment 2 due

Week 9

Oct. 20

Financial Communication and Investor Relations

Readings: Safdar & Connaughton, "Investor Communications Strategies in the Age of Online Activist Shareholders"
Karp & York, "McDonald's: Ronald isn't Going Anywhere"
Wardell, "Scuffles, Protests Mar BP Shareholder Meeting"
Other readings TBD

Team exercise 3
Discuss assignment 3 (due Nov. 3)

Week 10

Oct. 27

Global Corporate Social Responsibility

Readings: Nesbit, "Shell and the London Science Museum"
Hung-Baesecke, "Starbucks' Global Month of Service" (case study, textbook, pp. 69-87)
Ragas & Roberts, "Communicating Corporate Social Responsibility and Brand Sincerity: A Case Study of Chipotle Mexican Grill's 'Food with Integrity' Program"
Rhee, Moon & Lee, "Corporate Citizenship in Korea: Novartis' Five-Generation Families Campaign" (case study)
Sarabia-Panol, "Avon's 'Kiss Cancer Goodbye' Campaign in the Philippines" (case study)

Cases discussion

Week 11

Nov. 3

International Nonprofit Organizations

Reading: Cart, "Drumming up Support for Tasmania's Unsexy Beast"
Lauckner, "ALS Ice Bucket Challenge Has Nonprofits Rethinking Public Relations Dollars"
"Over Here: 10 Tips to Get U.S. Media Coverage of Global Issues"

Proud & Xavier, "Movember: Growing Moustaches for a Global Focus on Men's Health" (case study, textbook, pp. 21-37)
Story, "Want to Help Treat AIDS in Africa? Buy a Cellphone"
Sullivan, "In Search of the Red Cross' \$500 Million in Haiti Relief"

Cases discussion
Assignment 3 due

Week 12

Nov. 10

Predicting and Managing Global Issues and Crises

Reading: Hopkinson, "Monsanto Confronts Devilish PR Problem"
Kanso & Nelson, "Corporate Reputation under Attack: A Case Study of Nike's PR Campaign to Blunt Negative Perceptions of its Labor Practices"
Paine, "Fixing Reputation All in the Recovery"
Palmer & Toledano, "Kiwis and a National Economy in Crisis" (case study, textbook, pp. 237-257)
Patwardhan & Bardhan, "The Bhopal Disaster: A Lesson in International Crisis Communication" (case study)
Shogren, "BP: A Textbook Example of How Not to Handle PR"

Cases discussion
Discuss assignment 4 (due Nov. 24)

Week 13

Nov. 17

Practicing Strategic Communication in a Global Environment

Reading: Freitag, Trebecki & Konieckiewicz, "The Poznan Fan Zone" (case study, textbook, pp. 185-202.
Skinner, "The Vote for Table Mountain: A New 7th Wonder of Nature Site" (case study, textbook, pp. 317-331)
Tsetsura, "The 'Free Silva' Justice Campaign" (case study, textbook, pp. 131-146)

Cases discussion

Week 14

Nov. 24

The Future of Global Strategic Communication

Readings: Edgecliffe-Johnson, "The Invasion of Corporate News"
Friedman, "Why Do We Treat PR Like a Pink Ghetto?"
Picherit-Duthler & Stever, "Through SocialEyz: Measuring Etisalat's Social Media in the Middle East" (case study, textbook, pp. 219-233)
Yamamura, "Yamato Employees Lead Response to Earthquake Relief Efforts" (case study, textbook, pp. 259-279)

Cases discussion
Assignment 4 due

Week 15

Dec. 1

TBD

Team exercise 4

FINAL EXAM: Tues. Dec. 8, 7-9 p.m.