

**Comm 401** Foundations of Global Strategic Communication

Fall, 2020

Tuesdays 5:30 – 8 p.m.

Class meets online

Professor: David Kamerer, PhD, APR  
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Phone: 316.214.3466 (mobile)  
Office Hours: Tuesdays and Thursdays, 12:00 – 2:00 p.m. I can also be available before or after class, or by appointment

Texts: *Public Relations, 2<sup>nd</sup>*, by Tom Kelleher

*and readings as assigned.*

**Objectives:**

This is the introductory course for the Global Strategic Communication program. In it, we will learn the fundamentals of managing strategic communication for a large company or organization, with an emphasis on campaign planning and execution. We will also explore the most important issues in the field today and how they affect our work.

**Grading:**

Assignments, 50 percent

Midterm exam (20 percent).

Final exam (20 percent)

Discretionary (10 percent). This includes leadership inside/outside of class, attendance, contribution to class goals and teamwork.

**I am available:** In addition to scheduled office hours I have wide availability to meet with you for any reason related to class. The best way to set a meeting is to email me with a topic and a couple of suggested times to meet. I will reply and confirm one of the times.

**Academic Integrity:** Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a guiding principle for all academic activity at Loyola University Chicago, and all members of the University community are expected to act in accordance with this principle.

Failing to meet the following academic integrity standards is a serious violation of personal honesty and the academic ideals that bind the University into a learning community. These standards apply to both individual and group assignments. Individuals working in a group may be held responsible if one of the group members has violated one or more of these standards:

1. Students may not plagiarize.
2. Students may not submit the same work for credit for more than one assignment (known as self-plagiarism).
3. Students may not fabricate data.
4. Students may not collude.
5. Students may not cheat.
6. Student may not facilitate academic misconduct.

Follow this link for more details about these standards, sanctions, and academic misconduct procedures:

([https://www.luc.edu/academics/catalog/undergrad/reg\\_academicintegrity.shtml](https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml))

**Class Conduct:** One important aspect of a Jesuit education is learning to respect the rights and opinions of others. Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (including gendered, racial or ethnic) comments, especially comments directed at a classmate.

**Sakai:** All course materials will be located on Sakai which can be accessed at <https://sakai.luc.edu> Sakai is a web based learning management system. You will be able to access it from any computer connected to the internet. Instructional guides and video tutorials for using Sakai are available at: <http://www.luc.edu/itrs/sakai/sakai-student-tutorials.shtml>

Course content, including syllabi, PowerPoints, lectures, etc. will be available online. You should check Sakai often for announcements, assignments, and other course content.

## Student Support Resources:

- ITS Service Desk: [helpdesk@luc.edu](mailto:helpdesk@luc.edu) 773-508-4487
- Library Subject Specialists: <http://libraries.luc.edu/specialists>
- Student Accessibility Center: [sac@luc.edu](mailto:sac@luc.edu)
- Writing Center: <http://www.luc.edu/writing/>
- Ethics Hotline: <http://luc.edu/sglc/aboutus/> 855.603.6988

**Email Messages:** All email messages sent to students about this course will be sent to their Loyola email address. Students are expected to check their Loyola email address on a regular basis. You can access your web-based LUC email account at <https://outlook.luc.edu>.

**Special Circumstances--Receiving Assistance:** Students are urged to contact their instructors should they have questions concerning course materials and procedures. If you have any special circumstance that may have some impact on your course work, please let your instructors know so they can establish a plan for assignment completion. If you require assignment accommodations, please contact your instructors early in the semester so that arrangements can be made with Student Accessibility Center (SAC) (<http://www.luc.edu/sac/>).

**Copyright:** Copyright law was designed to give rights to the creators of written work, artistic work, computer programs and other creative materials. The Copyright Act requires that people who use or reference the work of others must follow a set of guidelines designed to protect authors' rights. Unfortunately, copyright law is complex and too often incomprehensible; that does not, however, excuse users from following the rules. The safest practice is to remember (1) to refrain from distributing works used in class (whether distributed by the professor or used for research); they are likely copyright protected and (2) that any research or creative work should be cited according to *[add the standards of your discipline, as MLA guidelines]*.

For LUC's copyright resources check online: <http://www.luc.edu/copyright>

**Intellectual Property:** All lectures, notes, PowerPoints and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

**Recorded Synchronous Sessions:** An online or blended course may use a software to record live, online class discussions. As a student in any class that holds synchronous sessions, your participation in live class discussions will likely be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule: <https://www.luc.edu/its/itrs/sakai/administrativeschedule/>). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor. The use of all video recordings will be in keeping with the University Privacy Statement shown below:

**Privacy Statement**

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

**Schedule:**

*Because of the fast-moving nature of the digital world, the following schedule is presented as tentative. I reserve the right to adjust the schedule for the good of the class.*

**Week 1 (Aug 25)**

Fundamentals: definitions, branding, RPIE model  
Trends: beyond shareholder value

Read: Kelleher 1; Mayo Clinic branding article, on Sakai

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**Week 2** (Sept 1)

Fundamentals: comm models; PR/advertising models through time  
Trends: How search has impacted communication

Read: Kelleher 2; Barcelona Principles, on Sakai  
*Due: branding exercise*

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**Week 3** (Sept 8)

Fundamentals: Integrated Communication  
Trends: How Comms/Marketing is implemented; GAP study

Read: Kelleher 3, GAP VIII study, on Sakai  
*Due: search assignment*

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**Week 4** (Sept 15)

Fundamentals: Research  
Trends: introduction to analytics platforms

Read: Kelleher 5; IPR article and analytics articles, on Sakai  
*Due: reflection on GAP study*

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**Week 5** (Sept 22)

Fundamentals: Program planning  
Trends: The AMEC strategic planning model

*Due: analytics report*

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**Week 6** (Sept 29)

Fundamentals: implementation, evaluation  
Trends: PESO model, Barcelona Principles  
Review for midterm exam

*Due before fall break: analysis of Silver Anvil entry*

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**Week 7** (Oct. 6)

Framing the message

*MIDTERM exam*

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**Week 8** (Oct. 13)

Fundamentals: Crisis communication

Trends: agency - getting the work

*Due: Framing assignment due*

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**Week 9** (Oct 20)

Fundamentals: Trust

Trends: The Edelman Trust Barometer

*Due: Crisis assignment*

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**Week 10** (Oct. 27)

Fundamentals: Law

Trends: Global issues affecting communication practice

*Due: Trust assignment*

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**Week 11** (Nov. 3)

Fundamentals: PRSA Code of Ethics

Trends: digital ethics

*Due: Campaign assignment*

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**Week 12** (Nov. 10)

Fundamentals: Corporate Social Responsibility

Trends: from shareholder to stakeholder; alternate business structures

*Due: Ethics assignment*

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**Week 13** (Nov. 17)

Fundamentals: Non-profits and NGOs

Trends: digital toolkit for non-profits

*Due: Assignment TBD*

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**Week 14** (Nov. 24)

Fundamentals: Communicating across cultures

Trends: TBA

THANKSGIVING

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**Week 15** (Dec. 1)

Trends: Transformative technology

Review for final

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*FINAL EXAM: Tuesday, Dec. 8, 5:30 p.m.*