

COURSE SYLLABUS



COURSE TITLE: Strategic Communications Management (MARK 433)

CLASS SECTION: 001

TERM: 2024 Winter

COURSE CREDITS: 3

DELIVERY METHOD(S): Face to Face

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Brenda Jones, MA, BA, APR

EMAIL: jonesb@camosun.ca

OFFICE: CBA 258

HOURS: Mondays and Wednesdays 1:30 – 2:30 p.m.; Tuesdays 2:30 – 3 p.m. and 4:30 - 6 p.m.

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

This course will examine the role of communications as a strategic management function and current issues in leading and managing corporate communications, including marketing communications, internal communications, and reputation management. This course will examine reputation and stakeholder management and the use of complex communication planning including benchmarking, budgeting, monitoring and evaluation communications.

https://calendar.camosun.ca/preview_program.php?catoid=7&poid=751&returnto=337

PREREQUISITE(S): One of: C in BUS 330; Admission to the Post-Degree Diploma in Business Administration - Marketing Option and permission to register from Department Chair

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course, you will be able to:

- propose appropriate communication management strategies to ensure a positive organizational reputation,
- develop an internal communication process aimed at keeping employees informed of organizational change, programs, and plans
- develop appropriate plans for managing organizational tools in support of the communications process, including budgets, monitoring mechanisms and evaluation processes.
- explain the strategic role of the communication function in an organizational context.

- provide advice and counsel on ethical issues in relation to organization reputation management and information dissemination
- develop issues management and crisis management plans.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Textbook: Cornelissen, Joep, (2020) Corporate Communication, A guide to theory and practice. (6th ed), Sage Publications, London.

Textbook ISBN-13: 978-1526491978

E-Book ISBN-13- 9781529712674

Student study guide: <https://study.sagepub.com/cc6e>

Case pack: purchased from Ivey Publishing via this [link](#).

Readings: As assigned by instructor – posted to D2L

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

Class hours: Tuesdays (CBA 211) 6 – 8:50 p.m.

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK	READINGS	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 1 Jan. 9	Cornelissen Ch. 1 & 2 Assigned reading	Organizational role of the corporate communications function Intro to critical thinking & cases	Intro to term project Week 1 Discussion Board post due Jan. 12, responses due Jan. 14
WEEK 2 Jan. 16	Cornelissen Ch. 4 & 5 Assigned reading	Stakeholders, reputation, and identity Starbucks: Battling the Racism Allegations case study	Starbucks A quiz in class Role preference due Week 2 Discussion Board post due Jan. 19, responses due Jan. 21
WEEK 3 Jan. 23	Edelman report Cornelissen Ch. 3 & 6 Assigned reading	Corporate Communication and a changing media environment Intro to communications strategy	Teams formed; Team charter due Jan. 28 Week 3 Discussion Board post due Jan. 26, responses due Jan. 28
WEEK 4 Jan. 30	Cornelissen Ch. 7 Assigned reading	Research and measurement Plans, campaigns, and projects Team work for group project	Week 4 Discussion Board post due Feb. 2, responses due Feb. 4
WEEK 5 Feb. 6	Cornelissen Ch. 8 & 10 Assigned reading	Issues Management Media Relations Volkswagen: Steering a Crisis	Volkswagen quiz in class Week 5 Discussion Board post due Feb. 9, responses due Feb. 11
WEEK 6 Feb. 13	Creative Brief (case pack) Assigned readings	Outside resources & budgets RFPs & creative briefs (Request for proposals) Developing a Creative Brief	Merrick quiz in class Team Project Draft

WEEK	READINGS	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
		Merrick Pet Care Case Study Team Work	Situation Analysis complete for Feb. 17
WEEK 7 Feb. 20		READING BREAK (no classes)	
WEEK 8 Feb. 27	Cornelissen Ch. 9 Assigned reading	Employee communications What Engages Employees the Most, or the 10 C's of Employee Engagement Nestle examples	Week 8 Discussion Board post due March 1, responses due March 3 Mid Term 1
WEEK 9 March 5	Cornelissen Ch. 12 Assigned reading	Project Work Leadership & change; Dominant coalition, technicians, and managers Lululemon Athletica Inc. – Moving Forward with Humility	Lululemon case quiz in class Team Project Draft Stakeholder strategy complete
WEEK 10 March 12	Cornelissen Ch. 11 Assigned reading	Crisis Communications Planning Cyber Attack at the University of Calgary case study	U of C case quiz in class Team meetings with Instructor Week 10 Discussion Board post due March 15, responses due March 17
WEEK 11 March 19		Crisis Simulation (in class) Project Work	Week 11 Discussion Board post due March 22, responses due March 24 Team Project Draft Creative strategy due
WEEK 12 March 26	Assigned reading	Leading a communications team; Roles for communication managers Project Work	Mid Term 2
WEEK 13 April 2	Cornelissen Ch. 13 Assigned reading	Corporate Social Responsibility The future of Communications using AI Nestle examples Project Work	
WEEK 14 April 9		Team Project Presentations	Submit slide presentations by 6 p.m. on April 9 Peer evaluation is due April 11
NO FINAL EXAM			

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is

required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
QUIZZES & EXAMS	30%
Midterm Exam 1	10%
Midterm Exam 2	10%
Case study quizzes (5 x 2%)	10%
PROFESSIONALISM/PARTICIPATION/ENGAGEMENT	15%
Attendance and in-class participation/engagement	3%
Discussion board participation (8 x 1.5%)	12%
MAJOR PROJECT & PROJECT PITCH	55%
Draft situational analysis	5%
Draft stakeholder identification	5%
Final Program Plan	
Group grade	10%
Individual grade (per role)	20%
Team project pitch presentation	10%
Peer Evaluation	5%
	TOTAL 100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.
<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

ASSIGNMENTS

GENERATIVE AI

This course was not designed for use with generative artificial intelligence (Gen-AI) tools, e.g. ChatGPT, Quillbot, Grammarly, etc. Use of Gen-AI tools may hinder your learning. As such, use of Gen-AI tools in this course is **not allowed** unless explicit permission is provided in advance. If you believe that a specific Gen-AI tool would be useful to support your learning in this course, please talk to me first. Note that spelling, grammar, and overall formatting (things that AI does really well) constitute only a small portion of your grade

on each assignment. Tools such as spelling and grammar check features in MS Word should be sufficient to ensure your spelling and grammar are of sufficient clarity. If you would like additional support with writing, please consider using the services available in the [Writing Centre](#).

APA STYLE & ACADEMIC INTEGRITY

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See current Camosun College Library APA Citation Style Guide (7th edition) available at: <https://camosun.libguides.com/apa7>

In-text citations for quotes, paraphrasing, and references must be consistent with APA standards. Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark. All submitted work must be properly referenced to sources.

Unless otherwise specified, you are to submit your own work. Any work collaborated on (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Full assignment descriptions and any associated rubrics are found in the assignments section of the course D2L site.

SCHOOL OR DEPARTMENTAL INFORMATION

DEADLINES and EXAMS

You must submit your assignments by the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm, or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the Centre for Accessible Learning). It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies;

demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal ([see policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them

understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.