

# COURSE SYLLABUS



COURSE TITLE: Strategic Communications Management (MARK 433)

CLASS SECTION: 001

TERM: 2025 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](#).

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## INSTRUCTOR DETAILS

NAME: Brenda Jones, MA, BA, APR

EMAIL: [jonesb@camosun.ca](mailto:jonesb@camosun.ca)

OFFICE: CBA 258

HOURS: Tuesdays 5:30 – 6 p.m.; Wednesdays 9:30 – 10:30 a.m. and 12:30 – 1 p.m.; or by appointment online

*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.*

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## CALENDAR DESCRIPTION

Students will examine the role of communications as a strategic management function and explore current issues in leading and managing corporate communications. Students will examine ethics, reputation and stakeholder management, and the use of complex communication planning approaches and tools.

[https://calendar.camosun.ca/preview\\_program.php?catoid=7&poid=751&returnto=337](https://calendar.camosun.ca/preview_program.php?catoid=7&poid=751&returnto=337)

PREREQUISITE(S): All of: C in ACCT 207, C in MARK 210 or PSYC 201, and C in two MARK 300 level courses

OR All of: Bachelor degree from a recognized post-secondary institution and one of C in MARK 220 or MARK 233

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## 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.
- Illustrate 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 to effectively protect corporate reputation.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

**Textbook:** Cornelissen, Joep, (2023) Corporate Communication, A guide to theory and practice. (7th ed), Sage Publications, London.

Textbook ISBN 9781529600025

E-Book ISBN 9781529616071

**Other Readings:** As assigned by instructor – posted to D2L

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

**Class hours: Tuesdays (CBA 285) 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. 7	Cornelissen Ch. 1 & 2	Defining corporate communication Corporate communication in contemporary organizations Intro to critical thinking & cases	Week 1 Discussion Board post due Jan. 10, responses due Jan. 12
WEEK 2 Jan. 14	Cornelissen Ch. 4 & 5 Assigned reading	Stakeholder management and communication Corporate identity, branding & reputation Intro to term project Preliminary team formation	Apple case study in-class quiz Role preference due
WEEK 3 Jan. 21	Edelman report Cornelissen Ch. 3 & 6	Corporate Communication in a changing media environment Communication strategy & strategic planning Teams finalized	Team charter due Jan. 26 Week 3 Team Discussion Board post due Jan. 24, responses due Jan. 26
WEEK 4 Jan. 28	Cornelissen Ch. 7 Assigned reading	Research and measurement Plans, campaigns, and projects Team work for group project	Nestle case study in-class quiz Week 4 Discussion Board post due Feb. 2, responses due Feb. 4
WEEK 5 Feb. 4	Cornelissen Ch. 8 & 10 Assigned reading	Issues Management Media Relations Team work for group project	
WEEK 6 Feb. 11	Creative Brief (case pack) Assigned readings	Outside resources & budgets RFPs & creative briefs (Request for proposals) Developing a Creative Brief Team work for group project	Shell case study in-class quiz Team Project Draft Situation Analysis & Stakeholder

WEEK	READINGS	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
			Identification complete for Feb. 16
WEEK 7 Feb. 18		READING BREAK (no classes)	
WEEK 8 Feb. 25	Cornelissen Ch. 9 Assigned reading	Employee communications Nestle examples	Mid Term 1
WEEK 9 March 4	Cornelissen Ch. 12 Assigned reading	Leadership & change communication	Week 9 Discussion Board post due March 7, responses due March 9
WEEK 10 March 11	Cornelissen Ch. 11 Assigned reading	Crisis Communication Planning Team work on project	British Airways case study in-class quiz
WEEK 11 March 18		Crisis Simulation (in class)	Week 11 Discussion Board post due March 21, responses due March 23
WEEK 12 March 25	Cornelissen Ch. 13 Assigned reading	Corporate Social Responsibility Team work on project	
WEEK 13 April 1		Team meetings with instructor after exam Team work on project	Mid Term 2 Group Final Plan due April 6
WEEK 14 April 8		Team Project Presentations	Submit slide presentations before 6 p.m. on April 8 Peer evaluation is due April 10
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 notice 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%

DESCRIPTION	WEIGHTING
Midterm Exam 2	10%
Case study quizzes (4 x 2.5%)	10%
PROFESSIONALISM/PARTICIPATION/ENGAGEMENT	<b>15%</b>
In-class participation/engagement	5%
Activity/Discussion board participation (5 x 2%)	10%
MAJOR PROJECT & PROJECT PITCH	<b>55%</b>
Draft situational analysis & stakeholder identification	15%
Final Program Plan	
Group grade	10%
Individual grade (per role)	15%
Team project pitch presentation	10%
Peer Evaluation	5%
<p>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 <a href="https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf">Grade Review and Appeals</a> policy for more information.</p> <p><a href="https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf">https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf</a></p>	
<b>TOTAL</b>	<b>100%</b>

## COURSE GUIDELINES & EXPECTATIONS

**Artificial intelligence (AI) policy for MARK 433.** Some assignments and activities in this course will allow for limited and intentional use of generative artificial intelligence (Gen-AI) tools, e.g., ChatGPT, Bing, DALL-E, etc. Please see specific instructions for each assignment/activity on D2L for details. For most assignments, students are expected to use traditional research and writing methods, but in some cases they may experiment with Gen-AI as a professional tool they would utilize in the workplace. **All usage of Gen-AI must be thoroughly disclosed on the “AI Cover Sheet” to be submitted with applicable assignments. Failure to submit an AI Cover Sheet will result in a zero on that activity or assignment for the individual and possibly the entire team,** also instructors reserve the right to question students about their use of Gen-AI before providing a grade. **Any use of Gen-AI (or other tools) to cheat or misrepresent your learning in the course will be considered academic misconduct** and will be addressed accordingly. You are responsible for all the work you submit in this course, which includes fact-checking information and sources, and properly acknowledging any use of Gen-AI tools.

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.

**Deadlines and exams.** You must submit your assignments on 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.

- a) **EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.
- b) Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c) Valid medical documentation must be received as soon as reasonably possible if an assignment, presentation or exam is missed.

## SCHOOL OR DEPARTMENTAL INFORMATION

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The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of the Academic Integrity policy is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

## STUDENT RESPONSIBILITY

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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

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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 <http://camosun.ca/students/>.

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

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 <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence

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 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 Policy:

<https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education).

To contact the Office of Student Support: [oss@camosun.ca](mailto: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.