THE EDUCATION UNIVERSITY OF HONG KONG
Course Outline

Part I

Programme Title	:	Doctor of Education
Programme QF Level	:	7
Course Title	:	Strategic Communication in Policy Governance and Policy Advocacy
Course Code	:	PPG8004
Department	:	Department of Social Sciences and Policy Studies
Credit Points	:	3
Contact Hours	:	39
Pre-requisite(s)	:	Nil
Medium of Instruction	:	EMI
Course Level	:	7

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):
- **Professional Excellence;**
- **E**thical **R**esponsibility; **&**
- **I**nnovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

The course introduces the concepts and principles that underpin strategic communication in organisations by focusing in three main areas – understanding human communication, understanding contemporary communication environments and new media, and critical analysis of the applicability and concept of strategic communication. The course intends to equip students with necessary communication skills to tackle communication issues while conducting policy advocacy and when implementing and formulating policies and how policies could be best communicated to different stakeholders. This course will also tackle specifically on strategically communicating with stakeholders and handle crisis in the higher education sector.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

CILO$_1$: Demonstrate critical understanding of communication theory and its relevance to an appreciation of the complexity of human communication.

CILO$_2$: Critically analyse the role and the use of strategic communication in the contemporary communication environment and develop policy advocacy.

CILO$_3$: Evaluate prospects for successful strategic communication for policy governance and advocacy in a variety of situations, in both Asian and Western contexts.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Propose appropriate communication management strategies to ensure a positive organizational reputation.	CILO$_{1-2}$	• Lectures: Presentation and discussion of the frameworks, concepts, practices and synthesis of key references. • Seminars: Students present case relevant to current communication management issues, topics and scenarios. • Written assignment: Evaluate communication strategy in crisis/reputation management. • Web and library search. • Reading lecture notes and key references.
Develop an internal communication process aimed at keeping stakeholders informed of organization change, programmes, and plans.	CILO$_{1-2}$	
Develop appropriate plans for managing organization tools in support of the communication process.	CILO$_{1-2}$	
Explain the strategic role of the communication function in an organizational context	CILO$_{1-3}$	
Provide advice and counsel on ethical issues in relation to organization reputation management and information dissemination.	CILO$_{1-3}$	
Propose appropriate communication management strategies to ensure a positive organizational reputation.	CILO$_{1-3}$	

4. Assessment

Assessment Tasks	Weighting (%)	CILOs
(a) Individual/Group presentation	40%	CILO$_{1-3}$

	Students (individually or in a group, as decided by the course Instructor) are required to deliver a 30-minute oral presentation (20%) on a case. S/he is / They are also expected to work on a report of 1,000 words about the presentation.		
(b)	**Individual essay** A student is required to submit an essay of 3000 words to critique a case on either communication on policy governance or policy advocacy.	60%	$CILO_{1-3}$

5. Required Text(s)

Nil

6. Recommended Readings

Al-Deen, H. S. N., & Hendricks, J. A. (Eds.). (2012). *Social media: Usage and impact*. Lanham, Md.: Lexington Books.

Cabañero-Verzosa, C., & Garcia, H. R. (2009). *Building commitment to reform through strategic communication: The five key decisions*. Washington, DC: World Bank.

Conrad, C. R., & Pool, M. S. (2012). *Strategic organizational communication: In a global economy*. Chichester, UK: Wiley-Blackwell.

Eder, M. K. (2011). *Leading the narrative: The case for strategic communication*. Annapolis, Md.: Naval Institute Press.

Lewis, L. K. (2011). *Organizational change: Creating change through strategic communication*. Chichester, UK: Wiley-Blackwell.

Schultz, F., & Raupp, J. (2010). The social construction of crises in governmental and corporate communications: An inter-organizational and inter-systemic analysis. *Public Relations Review, 36*(2), 112-119.

Taylor, M. (2011). Building social capital through rhetoric and public relations. *Management Communication Quarterly, 25*(3) 436-454.

Wiggill, M. N. (2011). Strategic communication management in the non-profit sector: A simplified model. *Journal of Public Affairs, 11*(4) 226-235.

7. Related Web Resources

Name of the Web Page	Web Link
Asian Median Information and Communication Centre	http://www.amic.org.sg
Public Sector Institute	http://www.publicsectorinstitute.net
Chartered Institute of Public Relations	http://www.cipr.co.uk

8. **Related Journals**

   Journal of Communication Management
   Journal of Public Affairs
   Management Communication Quarterly
   Public Relations Review
   Strategic Communication Management
   International Journal of Strategic Communication

9. **Academic Honesty**

   The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (https://www.eduhk.hk/re/uploads/docs/00000000016336798924548BbN5). Students should familiarize themselves with the Policy.

10. **Others**

   Nil

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TPg Courses with other Study Modes

Programme Title : Doctor of Education
Course Title : Strategic Communication in Policy Governance and Policy Advocacy
Course Code : PPG8004
Offering Unit : Department of Social Sciences and Policy Studies
Credit Points : 3

Delivery mode:

☐ **Online learning as the primary delivery mode**

Range of classroom-based contact hours (0-15)	Range of hours for online learning (24-39)	Total No. of-Contact Hours
		39

☑ **Directed study mode**

Range of classroom-based contact hours (4-15)	Range of guided independent learning hours (24-35)	Total No. of-Contact Hours
4	35	39