

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 Asian 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 Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

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:

- CILO₁* : Demonstrate critical understanding of communication theory and its relevance to an appreciation of the complexity of human communication.
- CILO₂* : Critically analyse the role and the use of strategic communication in the contemporary communication environment and develop policy advocacy.
- CILO₃* : 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.	<i>CILO₁₋₂</i>	<ul style="list-style-type: none"> 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.	<i>CILO₁₋₂</i>	
Develop appropriate plans for managing organization tools in support of the communication process.	<i>CILO₁₋₂</i>	
Explain the strategic role of the communication function in an organizational context	<i>CILO₁₋₃</i>	
Provide advice and counsel on ethical issues in relation to organization reputation management and information dissemination.	<i>CILO₁₋₃</i>	
Propose appropriate communication management strategies to ensure a positive organizational reputation.	<i>CILO₁₋₃</i>	

4. Assessment

Assessment Tasks	Weighting (%)	CILOs
(a) Individual presentation Students are required to deliver a 30-minute oral presentation (20%) on a case. S/he is also expected to	40%	<i>CILO₁₋₃</i>

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%	<i>CILO</i> 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 adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students

(<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

10. Others

Nil

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