

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

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| Programme Title | : | Master of Public Policy and Management |
| Programme QF Level | : | 6 |
| Course Title | : | Strategic Communication |
| Course Code | : | PPG6003 |
| Department | : | Department of Social Sciences and Policy Studies |
| Credit Points | : | 3 |
| Contact Hours | : | 39 |
| Pre-requisite(s) | : | Nil |
| Medium of Instruction | : | EMI |
| Course Level | : | 6 |

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;**
- **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 organizations 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.

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.

CILO₃: Evaluate prospects for successful strategic communication 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 | <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. | 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 | CILO ₁₋₃ | |

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| organization reputation management and information dissemination. | | |
| Develop issues management and crisis management plans. | <i>CILO₁₋₃</i> | |

4. Assessment

| Assessment Tasks | Weighting (%) | CILOs |
|--|----------------------|---------------------------|
| (a) Group Project: Students are required to work as a team in search of a real case study to be analysed. Each group is required to deliver a 40-min oral presentation (20%) and encourage active participation among other members of the class. Each group is also expected to submit a 3000-word academic paper (30%) that is properly cited and eloquently argued. | 50% | <i>CILO₁₋₃</i> |
| (b) Seminar Discussion and Individual Participation: Students are expected to read relevant readings before the seminars. Individual participation includes raising original comments and making a short presentation. | 20% | <i>CILO₁₋₃</i> |
| (c) Examination: Students are required to attempt a written test at the end of the semester. | 30% | <i>CILO_{1,2}</i> |

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

- 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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