

The University of Texas at El Paso
College of Business Administration
Master of Business Administration Program
Spring 2023

BUSN 5335: Strategic Business Communication and Reputation Management, CRN: 27590

Professor: Eli Garcia
Email: egarcia11@utep.edu
Phone: (915) 747- 5310
Office: Cotton Memorial Bldg. 204
Office hours: by appointment

Class meeting times:
M & R 5:30-9:30 PM
Location: GBC 520B

Course Objective:

The purpose of this course is to explore the importance of an integrated corporate communication system and analyze strategies for implementation within the enterprise. The course will focus on the corporate enterprise as a whole and consider the integration of strategic messaging and reputation management throughout the organization.

Methodology:

- There will be a mix of lectures, student group assignments and presentations.
- Students will participate in diverse class exercises that will analyze corporate communication professional situations.
- Students will demonstrate the skills and knowledge learned through the entire course by analyzing and presenting corporate communication case studies

Outcome Assessment/Grading:

Students will demonstrate their skills and knowledge by successfully fulfilling the assignments required to pass this course.

Required Bibliography:

- ***Corporate Communication*** by Paul Argenti, 7th Edition, McGraw Hill (2015)
ISBN-13: 978-0073403274
ISBN-10: 007340327X
- ***Cases in Public Relations Management*** by Patricia Swan, 3rd edition Routledge (2019)
ISBN-10:1138088870
ISBN-13: 978-1138088870

Grading:

This course is ambitious and requires your active participation. You will be working in teams. You will be graded based on the quality of the work you submit and your contribution to the overall group assignment

Communication Theories Presentation.....150 Points (group)
Case Study #1 (Written Assignment)200 Points (group)
Case Study #2 (Written Assignment)200 Points (group)
Case Study Presentation.....150 Points (group)
Reflection Paper.....150 Points (individual)
Participation.....150 Points (individual)
Total Points.....1000 Points

Your responsibilities:

- All written assignments must be **submitted through Blackboard on-time**. Use 12-point type, Times New Roman or Courier font, double spaced.
- Deadlines for all written assignments will be strictly enforced. **No late assignments please**. Missing a deadline is equivalent of not doing the assignment.
- **Participation:** Students are expected to attend each and every class and to be punctual. This is a discussion driven course; your active participation is extremely important.
- **Show respect.** The use of cell phones, text messages, and social media won't be allowed during class time, unless specifically permitted by the instructor. Please turn cell phones on silent before entering the classroom. Be courteous to classmates by paying attention to discussions and presentations and by **being open-minded about the opinions and ideas of others**

Academic Dishonesty Policy:

Scholastic/academic dishonesty is prohibited and considered a violation of the UTEP Handbook of Operating Procedures. The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve excellence based on the quality of work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty insist on adherence to these standards.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials produced by another person, taking an examination for another person, and any act designed to give unfair advantage to a student or even the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students on the homepage of the Dean of Students at www.utep.edu/dos, may result in sanctions ranging from disciplinary probation, to failing a grade on the work in question, to a failing grade in the course, to suspension or dismissal, among others.

Absences and Course Drop Policy:

According to UTEP Curriculum and Classroom Policies, "When, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor may drop the student from the class with a grade of "W" before the course drop deadline and with a grade of "F" after the course drop deadline." See academic regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

OR

I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

Plagiarism Detecting Software:

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

COVID-19 Precautions:

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate

accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID 19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org

CASS Policy

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

Class schedule:

*Note: Dates and times subject to change according to class needs.

<i>Date</i>	<i>Topic</i>	<i>Reading</i>	<i>Assignment</i>
M-1-9	The Changing Environment of Business & Communicating Strategically	Course introduction Chapter 1: Changing Environment of Business (Argenti) Chapter 2: Communicating Strategically, (Argenti)	Syllabus Review Student Introductions Introduction to the course In-class case study exercise: Corporate Communication definition and application in student's professional /academic environment
R-1-12	The Corporate Communication Function & Ethics Communication Theories assignment explanation	Chapter 3: Corporate Communication Function (Argenti) Chapter 2: Ethics (Swan) Code of Ethics: From PRSA (www.prsa.org) International Association of Business Communicators (www.iabc.com) Arthur W. Page Principles	Analysis of PRSA code of ethics IABC Code of Ethics Arthur W. Page Principles In class "What would you do? Scenarios" In-class case study: Google, Inc. Corporate Communication (Argenti) In-class communication theories groupwork
R-1-19	Internal Communication & Employee Relations Communication Theories Presentations	Chapter 7: Internal Communication (Argenti) Group research findings on Main Communication theories: 1) Hypodermic Needle theory	Westwood Publishing class exercise Presentation #1 Block 1, Due: Team communication theory presentations

		2) Two-Step Flow of Communication Theory 3) Agenda Setting Theory 4) Framing Theory 5) Priming Communication Theory	Discussion on relevance of communication theories for businesses and organizations
M-1-23	Community Relations and Corporate Social Responsibility Communication Theories Presentations	Chapter 5: Corporate Social Responsibility (Argenti) Chapter 9: Community Relations (Swan#) 6) Media Uses and Gratification Theory Hierarchy of Needs 7) Cognitive Dissonance 8) The Situational Theory of Publics 9) Discourse of Renewal Theory 10) Diffusion of Innovations Theory	Presentation #1 Block 2, Due: Team communication theory presentations Discussion on relevance of communication theories for businesses and organizations
R-1-26	Branding and Reputation 1st Case study Explanation and Workshop	Chapter 4: Identity, Image and Reputation (Argenti)	In-class 1st case study groupwork

M-1-30	Media Relations 1st case study paper due & presentations	Chapter 6: Media Relations (Argenti) Chapter 4: Media Relations (Swan)	1st case study Presentation Block #1
R-2-2	Social Media 1st case study presentation	In-class lecture and presentation	In-class: examples and exercises 1st case study Presentation Block #2
M-2-6	Advocacy and Public Opinion Second Case study workshop	In-class lecture & Notes	In-class second case study groupwork
T-2-9	Crisis Communication 2nd case study paper due and presentations	Chapter 10: Crisis Communication (Argenti) Chapter 5: Conflict Management (Swan)	In class discussion 2nd case study presentation Block 2
M-2-13	International Public Relations	International Public Relations (In class notes and presentation) Chapter 10: Culture and other	In-class lecture: Hofstede Dimensions of Culture

	2nd case study presentations	considerations (Swan)	2nd case study presentation Block 1
R-2-16	Final Course Reflection	In-class review of strategic communication concepts and reflection	Final Reflection Paper due

Rubrics

Communication Theories Presentation Rubric:

- For this assignment, you will conduct secondary research on the specific theory assigned to your team during class.
- The objective of this exercise is to get acquainted with diverse theoretical frameworks used in a wide range of strategic communication practices.
- Most of the theories can be applied to an extensive set of disciplines; make sure your analysis is conducted from a communication-oriented perspective.
- Refer to the diverse electronic databases available at the UTEP library. For your presentation. Please follow these guidelines:

Communication Theories	Points 150
Introduction: <ul style="list-style-type: none">• Give an overview of the material you will discuss in your presentation.• Describe what specific business and organizational communication knowledge will a business practitioner obtain from your document.	20
Theory definition/description: <ul style="list-style-type: none">• Provide a definition of the theory.• Describe in your own words your interpretation of this theory	35
Theory background: <ul style="list-style-type: none">• Provide a historical context under which this theory was developed• Provide a disciplinary context under which this theory was developed• Provide relevant information on the author/s behind this theory• Any addition relevant facts about theory	35
Practical application: <ul style="list-style-type: none">• Present two practical examples of how this theory is/could be applied to “real-life” communication scenarios.	35
Conclusion: <ul style="list-style-type: none">• Conclude your presentation by sharing with your audience what you learned from this research exercise. Explain how your research findings are relevant to the study/practice of business administration and strategic communication.	20

Note: Don't forget to cite your sources during your presentation and include relevant visual aids.

Have fun!

Case Study Written Assignment Rubric:

- Your written assignments should be around 8-10 pages.
- They should demonstrate an in-depth written analysis-critique of the assigned case.
- Make sure you answer the required questions in paragraph format.
- Follow APA style and provide a reference page.

Case Study Rubric Written Assignment	200 Points
<p>Introduction The purpose of this section is to guide the reader on the relevance of your case study to contemporary business practices</p> <ul style="list-style-type: none"> • Provide an overview of the corporate communication concepts that will be discussed in your document. • Provide a justification on why your document is valuable to Business and Corporate Communications practitioners. • Describe what specific business and organizational communication knowledge will a business practitioner obtain from your document. 	20
<p>Key Players and Corporate Communication Challenges:</p> <ul style="list-style-type: none"> • For this section please <u>identify the key players</u> involved in the case study. • Explain the corporate communication challenges, problems, mistakes or opportunities for <u>all key players involved</u> • Provide a SWOT analysis for all <u>key players involved</u> 	35
<p>Media Coverage/Public Opinion: For this section, you will analyze how the media portrayed the situation and how the public reacted to such portrayals Provide an overview of the media coverage the case received. (Internet, newspapers, TV, radio, etc.)</p>	30
<p>Case Analysis (Answers to Case Questions)</p> <ul style="list-style-type: none"> • Make sure you provide your answers from a communication perspective • Identify and discuss how key theoretical concepts discussed in class are portrayed/applied in the case study 	45
<p>Critique.</p> <ul style="list-style-type: none"> • Provide an overall critique on how the organization reacted to this case and conclude your document. • Describe Corporate Communication successes and failures 	35
<p>Best Practices conclusion</p> <ul style="list-style-type: none"> • What did you learn from this case? • From a <i>Best Practices</i> approach, what would be your 4 Corporate Communication <i>Best Practice</i> recommendations for business professionals? 	35

Case Study Presentation Rubric (150 Points)

Case Study Presentation	150 Total Possible Points
Introduction (attention getter, engagement with audience)	25
Identification of key players and main corporate communication challenges, SWOT (clarity, conciseness, interaction with audience)	25
Case Analysis (answers to case study, clarity, conciseness, interaction with audience)	25
Best Practice Critique/Best Practice conclusion (clarity, conciseness, interaction with audience)	25
Overall visual aids (effectiveness, support to main points discussed)	25
Overall flow of presentation and audience engagement	25

Final Reflection Paper (1 @ 150 points)

For this assignment you will reflect on the different strategic communication concepts we have discussed in class for the past 4 weeks:

Paper Structure:

Introduction (20Points)

Introduce your document discussing why it is relevant to communication/business professionals and the value your document will provide to them.

Strategic Communication Definition (25 Points)

Now that you have analyzed a series of PR case studies, provide your updated personal definition of corporate communication and discuss how it has evolved since the beginning of the semester.

Course Material Reflection (25 points):

Describe which 3 course concepts you enjoyed the most and explain why.

Practical Application (30 Points):

Please provide 3 specific examples directly related to how you can apply the knowledge learned in class to your chosen professional life.

Professional Competitive Advantage (25 Points)

Describe how the material covered in our course can help you become a more competitive professional in your field.

Conclusion (25 Points)

Provide a strong conclusion to your document. Answer our favorite course question "What did you learn?" (What learning points did you develop from our course?).

General Recommendations:

- Make sure your document flows and proper transitions are applied.
- Use proper citations were applicable.
- Use font 12, double space, times new roman