

The University of Texas at El Paso
College of Business Administration
Master of Business Administration Program
Fall 2014

BUSN 5335: Strategic Business Communication and Reputation Management

Instructor: Eli Garcia
Email: egarcia11@utep.edu
Phone: (915) 747- 5310
Office: Cotton Memorial Bldg. 205
Office hours: by appointment

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

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.
- By the end of the semester students will be required to demonstrate the skills and knowledge learned through the entire course by developing and presenting a corporate communication strategic plan

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 A. Argenti, Sixth Edition, McGraw Hill (2012)

ISBN13: 978-0073403175

ISBN10: 0073403172

Cases in Public Relations Management by Patricia Swan, Routledge (2010)

ISBN-10: 0415878934

ISBN-13: 978-0415878937

Grading:

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

Case Study #1 (Written Assignment)	150 Points
Case Study #2 (Written Assignment)	150 Points
Case Study #3 (Written Assignment)	150 Points
Case Study #4 (Written Assignment)	150 Points
Strategic Communication Plan.....	200 Points
Reflection Paper	100 Points
Participation.....	100 Points
Total Points.....	<hr/> 1000 Points

Your responsibilities:

- All written assignments must be **hard copy** (no e-mails accepted) and handed **on-time**, double-spaced and have adequate margins for reviewer comments (about an inch). Use 12-point type, Times New Roman or Courier font.
- 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. **10 points will be deducted** from your class participation score for each **unexcused absence**.
- 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 in regard to 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.

Electronic Device Policy:

Use of any electronic devices is prohibited during class unless specifically permitted by the instructor.

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>	<i>Guest Speaker</i>
8-4	Changing Environment of Business	Chapter 1: Changing Environment of Business (Argenti) Chapter 3: Corporate Communication Function (Argenti)	In-class case study : Google, Inc. Corporate Communication(Argenti)	None
8-7	Communicating Strategically and	Chapter 2: Communicating	Analysis of PRSA code of	None

	Ethics	Strategically, (Argenti) Chapter 4: Ethics and the Public Interest (Swan)	ethics. “What would you do?” class exercises	
8-11	Internal Communication & Employee Relations	Chapter 7: Internal Communication (Argenti) Chapter 10: Employee Relations (Swan)		Eduardo Gutierrez, El Paso Electric Company Vice President - External and Public Affairs
8-14	Branding and Reputation	Chapter 4: Identity, Image and Reputation (Argenti) In class lecture on branding	Brand Audit & El Paso Branding Class exercise	
8-18	Community Relations & Corporate Social responsibility	Chapter 9: Community Relations (Swan) Chapter 5: Corporate Social Responsibility (Argenti)	In-class exercise: Starbucks Coffee Company case study 1st Case Study due: Brand Audit and El Paso Branding Case Study (Argenti)	J. Eric Evans Sierra Providence Health Network Market Chief Executive Officer
8-21	Media Relations	Chapter 5: Media Relations (Swan) Chapter 6: Media Relations (Argenti)	In-class: News Releases and Media Kits examples	Lauren Macias-Cervantes News Director KTSM/KDBC
8-25	Strategic Corporate Communication Plan and Social Media	In-class lecture & presentation	Social media examples and in-class exercises 2 nd Case Study due: - “Hidden Camera Captures Chicken abuse” (Swan, pg.117)	Kate Gannon Owner DigiAllegre

Case

8-28	Investor/ Financial Relations	Chapter 8: Investor Relations (Argenti) Chapter 13: Financial Relations (Swan)	In-class lecture and exercises	Gary Hanson Vice President Corporate Communication Western Refining (to be confirmed)
9-4	Government Relations	Chapter 9: Government Relations (Argenti) Chapter 11: Government Relations (Swan)	In-class lecture and exercises	TBA
9-8	Crisis Communication	Chapter 9: Crisis Communication (Swan) Chapter 10: Crisis Communication (Argenti)	BP oil spill In-class case study 3rd case Study due: Sago Mine Tragedy (Swan, pg. 238)	TBA
9-11	International Public Relations	Chapter 12: International Public Relations (Swan)	In-class lecture: Hofstede Dimensions of Culture 4th Case Study due: Disney Hong Kong (Swan, pg. 296)	None
9-15	Final Strategic Corporate Communication Plan Workshop & Presentation	In-class review of strategic communication plan	Strategic Corporate Communication plan due Reflection paper due	Group Presentations