

**The University of Texas at El Paso
College of Business Administration
Master of Business Administration Program
Fall 2016**

BUSN 5335: Strategic Business Communication and Reputation Management

Instructor: Eli Garcia
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Office hours: by appointment

Class meeting times:
W 6:00-8:50 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, Second Edition, Routledge (2014)

ISBN-10: 0415517710

ISBN-13: 978-0415517713

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

Case Study #1 (Written Assignment)	125Points
Case Study #2 (Written Assignment)	125 Points
Case Study #3 (Written Assignment)	125 Points
Case Study #4 (Written Assignment)	125 Points
Case Study Presentation.....	100 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.

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>
8-24	Changing Environment of Business	Course introduction Chapter 1: Changing Environment of Business (Argenti) Chapter 1: Brief Introduction to PR (Swan)	In-class introductions In-class lectures
8-31	Communicating Strategically and Ethics	Chapter 2: Communicating Strategically, (Argenti) Chapter 3: Corporate Communication Function (Argenti)	In-class case study exercise: Corporate Communication definition and application in student's professional /academic environment
9-7	Strategic Communication and Ethics	Chapter 4: Ethics and the Public Interest (Swan) Arthur Page principles (In-class notes)	Analysis of PRSA code of "What would you do?" In-class exercises
9-14	Communication Theories	Group research findings on Main Communication theories: 1) Diffusion of Innovations Theory 2) Agenda Setting Theory 3) Framing Theory 4) Media Uses and Gratification Theory 5) Hierarchy of Needs 6) Cognitive Dissonance	Presentation exercise: Team communication theory presentations Group Discussion on relevance of communication theories for businesses and organizations

9-21	Internal Communication & Employee Relations	Chapter 7: Internal Communication (Argenti) Chapter 10: Employee Relations (Swan)	Lecture and in-class discussion
9-28	Community Relations & Corporate Social responsibility	Chapter 9: Community Relations (Swan) Chapter 5: Corporate Social Responsibility (Argenti)	In-class exercise: Starbucks Coffee Company case study (Argenti)
10-5	Branding and Reputation	Chapter 4: Identity, Image and Reputation (Argenti) In class lecture on branding	1st Case study & presentation due: "Apple i-problem, subcontractor worker issues brings negative attention" (Swan, pg. 66)
10-12	Media Relations	Chapter 5: Media Relations (Swan) Chapter 6: Media Relations (Argenti)	In-class: News Releases and Media Kits examples
10-19	Social Media	In-class lecture & presentation	Social media examples and in-class exercises
10-26	Advocacy and Public Opinion	In class lecture/notes Student presentations	2nd Case Study & presentation due: Two employees with a video camera page: Swan pg.144

11-2	Crisis Communication	Chapter 9: Crisis Communication (Swan) Chapter 10: Crisis Communication (Argenti)	In-class lecture and exercises
11-9	Investor/Financial Relations	Chapter 8: Investor Relations (Argenti) Chapter 13: Financial Relations (Swan)	3rd case Study & Presentation due: Deep Water Horizon Pg. 202
11-16	International Public Relations	Chapter 12: International Public Relations (Swan)	In-class lecture: Hofstede Dimensions of Culture
11-23	Government Relations	Chapter 9: Government Relations (Argenti) Chapter 11: Government Relations (Swan)	4th Case Study: & presentation Case Study due: Disney Honk Kong (Swan, pg. 521)
11-30	Final Strategic Corporate Communication Strategic Plan Workshop & Presentation	In-class review of strategic communication plan	Strategic Corporate Communication plan & Presentation due Reflection paper due

Rubrics

Case Study Written Assignment Rubric (125 Points):

- Your team written assignments should be around 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.
- Please provide a references page.

Case Study Rubric Written Assignment	125 Points
Introduction: Provide an overview of the topics that will be discussed in your document. Provide a justification on why your document is relevant to your reader	10
Organizational Profile (Key Players) (External research) provide a general organizational profile of all parties involved in the case: Basic facts, history, organizational culture, relevant factors in their environment, organizational model, etc.	10
Case summary- Problems/Opportunities . Summarize the situation. Explain problems and/or opportunities for all parties involved.	10
Organization’s Communication Objectives: Identify the company’s communication objectives	10
Environmental Scanning (Internet, newspapers, TV, radio, etc.) Provide an overview of the media coverage the case received. Give your opinion on its influence in the overall organization’s reputation.	20
Case Analysis (Answers to Case Questions)	25
Critique. Provide an overall critique on how the organization reacted to this case and conclude your document.	20
Best Practices conclusion What did you learn from this case? From a <i>Best Practices</i> approach, what would be your 4 <i>Best Practice</i> recommendations for business professionals?	20

Ten-Step Strategic Communications Planning Matrix (200 Points)

Research: Steps One, Two and Three — Background, Situation Analysis, Core Problem /Opportunity

1. **Background** – Begin the plan with a synthesis of primary and/or secondary research. Provide background information on the industry, external environment, product or program, market situation and current trends in opinions and attitudes. The background also uses demographic and psychographic data to identify and profile potential publics that may be affected by the problem/opportunity or could help in resolution/ accomplishment. Also, identify intervening publics and available resources. **(15 Points)**

2. **Situation Analysis** – The situation analysis has two paragraphs. The first paragraph is a statement of the current situation and a description of the challenge or opportunity based on research. The second paragraph identifies potential difficulties and related problems. **(15 points)**

3. **Core Problem/Opportunity** – This is a one-sentence statement of the main difficulty or prospect. It includes potential consequences if not resolved or realized. **(15 points)**

Action Planning: Steps Four and Five — Goals and Objectives, Key Publics and Messages

4. **Goal** – The goal is a one-sentence statement of the end to be achieved to resolve the core problem or to take advantage of a significant opportunity. The goal **does not have to be stated in quantifiable terms. (15 Points)**

Objectives – Objectives are numbered or bulleted statements of specific results that will lead to achieving the goal. Objectives **must be specific, measureable, attainable, time-bound and mission-driven. (15 Points)**

5. **Key Publics** – This step includes a description of each audience that must be reached to achieve the goal and objectives. Five elements should be identified for each public or audience.

- Demographic and psychographic profile
- Motivating self-interests
- Status of current relationship with the organization and issue
- Third party influentials and other opinion leaders
- What objectives each public will help you accomplish

(15 Points)

Messages – Messages are public-specific and appeal to the public’s self interests. They are designed as primary and secondary. Primary messages are one-or two-sentence summary statements similar to sound bites. Secondary messages are bulleted details that add credibility to and support the primary messages with facts, testimonials, examples and other information and persuasive arguments. **(15 Points)**

Strategy and Tactics: Step Six

6. Strategies – Strategies identify approaches to send messages to each public through specific channels in order to motivate action. Multiple strategies may be required for each public. **(20 Points)**

Tactics – Tactics are communication tools and tasks required to support each strategy. Each strategy is supported by a number of tactics designed to convey key messages to a specific public through the communications channel outlined in the strategy. **(20 Points)**

Steps Seven and Eight – Calendar and Budget

7. **Calendar** – The Calendar should be organized by public and strategy with scheduling for each tactic. **(15 Points)**
8. **Budget** – Budgets should be organized by public and strategy. **(15 Points)**

Communication : Step Nine

9. **Communication Confirmation** – The communication confirmation table confirms the logic of the plan by converting it into short statements for each public in tabular form. **(10 points)**

Key publics	Self-Interests	Primary Messages	Influentials	Objectives	Strategies	Tactics
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Evaluation Criteria and Tools: Step Ten

10. **Evaluation Criteria and Tools** – Evaluation criteria are the specific measures used to determine the success of each objective. **(15 Points)**

Reflection Paper

100 points

- For this assignment you will reflect on the different corporate communication concepts we have discussed in class.
- Please provide your personal definition of strategic business/corporate communication and discuss its relevance to contemporary business practices. **(20 points)**
- Describe how the material covered in our course can help you become a more competitive professional in your field.**(30 points)**
- Please provide **3 specific examples** directly related to how you can apply the knowledge learned in class to your chosen professional life. **(40 points)**
- Provide a strong conclusion to your document **(10 points)**
- Make sure your document flows and proper transitions are applied.
- Use proper citations were applicable.
- Use font 12, double space, times new roman
- Have fun!!

Case Study Presentation (100 Points)

Case Study Presentations	100 Total Possible Points
Organizational Background Information	5 points
Case Background	5 points
Problem /Opportunity	10 points
Environmental Scanning (Media coverage samples)	10 points
Case Analysis Discussion (discussion of answers to case questions)	20 points
Critique	10points
Best Practice Conclusion	10 Points
Interaction with audience (engagement, questions, etc.)	20 points
Visual elements	10 points

Have a great learning experience!