

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

| | | | | | |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------|----------------------|-------------------------------|
| Course Title: | Strategic Communication Management | | | | |
| Course code (LAIS): | KomZ5025 | | | | |
| Study programme: | Strategic Communication and Governance | | | | |
| Level of Study programme: | <input type="checkbox"/> | 1st level professional higher education | | | |
| | <input type="checkbox"/> | Professional Bachelor | | | |
| | <input type="checkbox"/> | Professional Master | | | |
| | <input checked="" type="checkbox"/> | Academic Master | | | |
| | <input type="checkbox"/> | PhD level | | | |
| Type of Study programme: | <input checked="" type="checkbox"/> | Compulsory course (Part A) | | | |
| | <input type="checkbox"/> | Professional specialization courses (Part B, compulsory) | | | |
| | <input type="checkbox"/> | Professional specialization optional courses (Part B, optional) | | | |
| | <input type="checkbox"/> | Elective courses (Part C) | | | |
| Course Workload: | Credits | ECTS | Academic hours | Contact hours | Independent work hours |
| | 6 | 9 | 240 | 72 | 168 |
| Course Author/ Tutor: | Antra Savleviča , Guest Lecturer, Mg.sc.soc, | | | | |
| | Kristīne Melece , Guest Lecturer, Mg.sc.soc, | | | | |
| | antra.savlevica@gmail.com ; kristine.melece@gmail.com | | | | |
| | Consultation: according to the schedule for each semester | | | | |
| Study Form: | Full time studies | | | | |
| Study year, semester: | First year, 2.semester | | | | |
| Language: | Latvian/English | | | | |
| Prerequisites for the Course: | - | | | | |
| Course Summary: | <p>The aim of the course is to provide knowledge of sustainable strategic communication management as component of the overall management of the organization. The course shall include knowledge of the communication theory and the use of related concepts under the management of the organizations with particular attention to the strategic management of communication as an instrument assisting the organization in the development of relations with its important stakeholders. The course will provide knowledge of the latest trends in strategic communication management, including identification and management of issues, analysis of stakeholders and their engagement in the development of the organization's activities. Strategic communication management competences will also be strengthened through analysis and development of communication strategy.</p> | | | | |
| Assessment: | Examination (communication strategy developed and presented) | | | | |
| Requirements for Credits: | <p>The score consists of the sum of the score, which is compared to the score on the 10-barrel scale.</p> <p>Exam work – communication strategy (maximum score 50). The communication strategy evaluates the following components: the rationale for the strategy, the problem, exploration methods and conclusions, the objective, strategic setting, messages, defined impact sides, tactical plan, evaluation indicators, crisis communication guidelines;</p> <p>Own-initiative work — Analysis and presentation of a scientific publication (maximum score of 20). Assessing the relevance of the publication to the theme of strategic communication, the quality of the presentation of the publication and the discussion proposed;</p> <p>Task of the group workshop – Analysis of the communication strategy (maximum score of 10). Assessing the student's ability to analyse an existing strategy based on the knowledge acquired in the course;</p> <p>Task of the group work – Analysis of the crisis communication plan (maximum score of 10);</p> <p>Participation in workshops – discussions, work of the groups on the development of a communication strategy (maximum score 10). It is assessed whether students are actively involved in discussions on the topics presented at the course, whether expressing their</p> | | | | |

| | <p>views is respectful and implies a variety of views. Work on workshops developing a communication strategy within the group (activity, interest and investment) is also observed and evaluated.</p> <p>The maximum number of points to be obtained shall be 100 points equal to the score of 10 balls.</p> <p><u>Range of points to be obtained and comparable ratings</u></p> <p>10 balls 95-100 points 9 balls 88-94 points 8 balls 81-87 points 7 balls 74-80 points 6 balls 67-73 points 5 balls 60-66 points 4 balls 53-59 points 3 balls 46-52 points 2 balls 39-45 points 1 ball 38 points and below</p> | | | | | | | | | | | | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------------------------|------------------|--|--------------------------------------------------------------------------------|-----------------------------------------|--|----------------------------------------------------------|---------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-------------------|--|--------------------------------------------------------------------------------------------------------|--------------------------------|
| <p>Abiding by the Academic Ethics</p> | <p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p> | | | | | | | | | | | | | | | | |
| <p>Learning Outcomes; the evaluation methods and criteria</p> | <table border="1"> <thead> <tr> <th data-bbox="557 1200 1026 1227">Learning Outcomes</th> <th data-bbox="1026 1200 1437 1227">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="557 1227 1437 1254">Knowledge</td> </tr> <tr> <td data-bbox="557 1254 1026 1321">Demonstrate knowledge of the concepts and concepts of strategic communication.</td> <td data-bbox="1026 1254 1437 1321">In the framework of workshop activities</td> </tr> <tr> <td data-bbox="557 1321 1026 1384"></td> <td data-bbox="1026 1321 1437 1384">Assessment of the analysis of the scientific publication</td> </tr> <tr> <td colspan="2" data-bbox="557 1384 1437 1411">Skills</td> </tr> <tr> <td data-bbox="557 1411 1026 1545">Be able to analyse and draw conclusions on the quality of the communication strategy un crisis communication plan based on the knowledge acquired in the course.</td> <td data-bbox="1026 1411 1437 1545">Assessment of the communication strategy analysed</td> </tr> <tr> <td colspan="2" data-bbox="557 1545 1437 1572">Competency</td> </tr> <tr> <td data-bbox="557 1572 1026 1671">Capable of developing an organisation communication strategy and guidelines for crisis communications.</td> <td data-bbox="1026 1572 1437 1671">Assessment of examination work</td> </tr> </tbody> </table> | Learning Outcomes | The evaluation methods and criteria | Knowledge | | Demonstrate knowledge of the concepts and concepts of strategic communication. | In the framework of workshop activities | | Assessment of the analysis of the scientific publication | Skills | | Be able to analyse and draw conclusions on the quality of the communication strategy un crisis communication plan based on the knowledge acquired in the course. | Assessment of the communication strategy analysed | Competency | | Capable of developing an organisation communication strategy and guidelines for crisis communications. | Assessment of examination work |
| Learning Outcomes | The evaluation methods and criteria | | | | | | | | | | | | | | | | |
| Knowledge | | | | | | | | | | | | | | | | | |
| Demonstrate knowledge of the concepts and concepts of strategic communication. | In the framework of workshop activities | | | | | | | | | | | | | | | | |
| | Assessment of the analysis of the scientific publication | | | | | | | | | | | | | | | | |
| Skills | | | | | | | | | | | | | | | | | |
| Be able to analyse and draw conclusions on the quality of the communication strategy un crisis communication plan based on the knowledge acquired in the course. | Assessment of the communication strategy analysed | | | | | | | | | | | | | | | | |
| Competency | | | | | | | | | | | | | | | | | |
| Capable of developing an organisation communication strategy and guidelines for crisis communications. | Assessment of examination work | | | | | | | | | | | | | | | | |
| <p>Course Compulsory literature:</p> | <p>Cees B. M van Riel, Charles J. Fombrun, 2008, <i>Essentials of Corporate Communication. Implementing practicalities for effective reputation management</i>, Routledge, London and New York</p> <p>Grunig E. James, (1992), <i>Excellence in Public Relations and Communication Management</i>, Lawrence Erlbaum Associates, Publisher, London</p> <p>Griffin E., (2008), <i>Strategies for reputational management. Management of situations, crises and corporate social responsibility</i>, Applied Information Service, Riga</p> <p>Kotler P., (2011), <i>The Age of Responsibility. CSR 2.0 and the New DeNA of Business</i>, John Wiley & Sons Ltd, UK</p> <p><u>Robert L. Heath (Editor), Winni Johansen (Editor)</u>, (2018) <i>The International Encyclopedia of Strategic Communication</i>, ISBN: 978-1-119-01071-5</p> <p>Heath L. Robert, (2010), <i>The Sage Handbook of Public Relations. Second Edition</i>, USA: Sage Publication, Inc.</p> | | | | | | | | | | | | | | | | |

| | |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course additional literature: | http://www.communicationmonitor.eu/2018/06/13/ecm-european-communication-monitor-2018/ Global Workforce Study: https://www.towerswatson.com/assets/jls/2014_global_workforce_study_at_a_glance_e_mea.pdf State of the Global Workplace (Gallup) 2017: http://www.managerlenchanteur.org/wp-content/uploads/Gallup-State-of-the-Global-Workplace-Report-2017_Executive-Summary.pdf |
| Course confirmation date: | December 11, 2019. |
| Date of course description update: | |

Study Course Plan:

| Date | Theme | Academic hours | | Study Form/ Organization of independent work of students and task description |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------------|-------------------------------------------------------------------------------------------|
| | | Contact hours | Independent work hours | |
| <i>The date is specified before the implementation of the course</i> | Basic concepts of strategic communication management, communication management theories, communication environment in Latvia and Europe. History of strategic communication. The nature of the integrated communication. | 4 | 6 | Lecture |
| | Reputation, system theory approach in organisation management and communication, role of the theory of excellence in strategic communication. | 4 | 6 | Lecture/ Practice |
| | Risk management. Identification, analysis, involvement of stakeholders. | 4 | 6 | Lecture/ Practice/Seminar |
| | Design thinking and solving of the communication issues | 2 | 4 | |
| | Communication strategy, presentation of the stages of its formation. Step 1-3 – Problem/Goal, Study, Audience/Impact Parties. Identification and management of issues. | 4 | 6 | Lecture/Practice |
| | The internal environment and relations of the organisation (value, cultural, leadership in strategic communication). A systemic view of an organisation (dynamism, order, seniority, etc.) | 4 | 7 | Lecture/ Practice/Seminar |
| | Internal and external activism. Students present publication | 4 | 6 | Lecture/Seminar |
| | Step 4-5 of the communication strategy: strategic solutions, tactics, measurement. Students present publication | 4 | 6 | Lecture/Seminar |
| | Role of media in the strategic communication | 2 | 4 | |
| | Principles for creating messages. Creating messages for student communication strategy. Students present publication | 4 | 6 | Lecture/Seminar |
| | Crisis communication – concepts, | 14 | 40 | |



| | | | | |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|-----------------|
| | definitions, planning | | | |
| | The concept of corporate social responsibility. Its historical development to date. What is corporate sustainability and responsibility? | 4 | 6 | Lecture/Seminar |
| | Management and communication of change. Analysis of the communication strategy of different organisations in groups – discussion and presentation of groups. | 4 | 6 | Lecture/Seminar |
| | Influencers on social networks/guest lecturer <i>Consultation of the groups with the instructor on the examination work.</i> | 4 | 50 | Lecture/Seminar |
| | Students present developed communication strategies | 4 | | Examination |
| | Hours total: | 72 | 168 | |