

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

Course Title:	Concept of Strategic Communication				
Course code (LAIS):	KomZ6004				
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 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
	2	3	80	24	56
Course Author/ Tutor:	Mr Gatis Krūmiņš				
	Dr.hist. Rector Associate professor HESPI leading researcher e-mail: gatis.krumins@va.lv				
	Consultation: according to the schedule for each semester				
	Ms Jana Trahimoviča				
	Mg.sc.soc., Mg.sc.pol., guest lecturer e-mail: jana.trahimovica@mfa.gov.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	Year 1, Semester 1				
Language:	Latvian/ English				
Prerequisites for the Course:	Knowledge of Communication Science				
Course Summary:	<p>Aim of the course is to clarify and explain the concept of strategic communication through practical examples from the perspective of different sectors. Strategic communication examples in the public and private sector, from the experience of national and international organisations perspective will be analyzed.</p> <p>Past and today's practical examples will provide insight of strategic communication from the perspective of the defence (security) sector, the role of strategic communication in diplomacy and public governance in general, as well as strategic communication in the processes of private and public organisations.</p> <p>The course will provide insight into the development of communication strategies and creative approach in management processes from the perspective of advertising and design agencies, as well as role of strategies and strategists in business, communication and politics. Specific integrated campaigns will be analyzed.</p> <p>As part of the course, students will have to do practical work in groups and present the results of their research. The course will significantly increase awareness of strategic communication and its role and impact in the various processes, as well as raise awareness of different concepts and interpretations of strategic communication.</p>				
Assessment:	Practical group work				
Requirements for Credits:	<ul style="list-style-type: none"> - a successful assessment (at least 4) of the group's work (80% of the final score); - a successful assessment (at least 4) of presentation of the group's work (20% of the final score). 				
Abiding by the Academic Ethics	<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; 				

	<ul style="list-style-type: none"> – 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>	
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria
	Knowledge	
	Understanding the concept and use of strategic communication in practice in different areas, at different levels	Individual and practical group work
	Understanding the different forms and activities of strategic communication	
	Skills	
	Ability to analyze strategic communication examples and case studies	Group work, presentation of the results
	Competency	
Ability independently evaluate the importance of strategic communication in the management and decision-making processes	Group work	
Ability apply in practice the fundamental principles and key instruments of strategic communication	Group work	
Course Compulsory literature:	<ol style="list-style-type: none"> 1. Holtzhausen D., Zerfass A. (2014). The Routledge Handbook of Strategic Communication.- Routledge, 620 p. ISBN: 9780415530019 	
Course additional literature:	<ol style="list-style-type: none"> 1. Farwell J.P. (2012). Persuasion and Power: The Art of Strategic Communication.- Georgetown University Press, 288 p., ISBN: 9781589019423 2. Cornish P., Lindley-French J., Yorke C. (2011). Chatham House Report- Strategic Communications and National Strategy. 3. Hallahan K., Holtzhausen D., Van Ruler B., D.Vercic, K.Shiramesh (2007). Defining Strategic Communication.- International Journal of Strategic Communication, 1(1), 3–35. 4. Invernizzi E., Romenti S. (2011). Strategic Communication and Decision-Making Processes: Toward the Communication Oriented Organisation.- Academicus International Scientific Journal, issue 3, 12-27. 5. Zerfaß, A. and Huck, S. (2007). Innovation, Communication, and Leadership: New Developments in Strategic Communication. International Journal of Strategic Communication, 1, 107-122. 6. Freedman, Lawrence. Strategy. A History. Oxford University Press. 	
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	



<p><i>The date is specified before the implementation of the course</i></p>	<p>Introduction, presentation of the concept of the strategic communication programme (Gatis Krūmiņš) Practical work (concept and example of strategic communication) Strategic communication theories; role of strategic communication in foreign policy (Jana Trahimoviča) Strategic communication in the military sector (NATO SC CoE) (expert – Māris Tutins)</p>	<p>6</p>	<p>18</p>	<p>Lectures Practical work</p>
	<p>Historical insight into strategic communication concepts and its activities (Latvia, Europe, World) (Gatis Krūmiņš) Strategic communication in the private sector, public administration. Campaigns examples (expert – Zigurds Zaķis)</p>	<p>6</p>	<p>14</p>	<p>Lectures</p>
	<p>Strategic communication in foreign policy relations. Instruments used (public diplomacy, cultural diplomacy, diplomatic protocol). Role of strategic communication in diplomacy. Examples of countries. Future challenges. (Jana Trahimoviča)</p>	<p>6</p>	<p>14</p>	<p>Lectures</p>
	<p>Group presentations (campaign analysis). Final work.</p>	<p>6</p>	<p>10</p>	<p>Group work</p>
Hours total:		24	56	