

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

Course Title:	Strategic Communication Management				
Course code (LAIS):					
Study programme:	Strategic Communication and Governance				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input checked="" type="checkbox"/>	Professional Master			
	<input 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
	4	6	160	48	112
Course Author/ Tutor:	Ieva Zaumane				
	Lecturer, Sc.soc				
	e-mail: ieva.zaumane@va.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	First year, 2.semester				
Language:	Latvian				
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;</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>Participation in workshops – discussions, work of the groups on the development of a communication strategy (maximum score 20). It is assessed whether students are actively</p>				

	<p>involved in discussions on the topics presented at the course, whether expressing their 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="555 1317 1027 1350">Learning Outcomes</th> <th data-bbox="1027 1317 1442 1350">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="555 1350 1442 1384">Knowledge</td> </tr> <tr> <td data-bbox="555 1384 1027 1442">Demonstrate knowledge of the concepts and concepts of strategic communication.</td> <td data-bbox="1027 1384 1442 1442">In the framework of workshop activities</td> </tr> <tr> <td data-bbox="555 1442 1027 1500"></td> <td data-bbox="1027 1442 1442 1500">Assessment of the analysis of the scientific publication</td> </tr> <tr> <td colspan="2" data-bbox="555 1500 1442 1534"></td> </tr> <tr> <td colspan="2" data-bbox="555 1534 1442 1568">Skills</td> </tr> <tr> <td data-bbox="555 1568 1027 1738">Be able to analyse and draw conclusions on the quality of the communication strategy based on the knowledge acquired in the course.</td> <td data-bbox="1027 1568 1442 1738">Assessment of the communication strategy analysed</td> </tr> <tr> <td colspan="2" data-bbox="555 1738 1442 1771"></td> </tr> <tr> <td colspan="2" data-bbox="555 1771 1442 1805"></td> </tr> <tr> <td colspan="2" data-bbox="555 1805 1442 1839">Competency</td> </tr> <tr> <td data-bbox="555 1839 1027 1928">Capable of developing an organisation communication strategy</td> <td data-bbox="1027 1839 1442 1928">Assessment of examination work</td> </tr> <tr> <td colspan="2" data-bbox="555 1928 1442 1962"></td> </tr> <tr> <td colspan="2" data-bbox="555 1962 1442 1995"></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 based on the knowledge acquired in the course.	Assessment of the communication strategy analysed					Competency		Capable of developing an organisation communication strategy	Assessment of examination work				
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Course Compulsory literature:	<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>Robert L. Heath (Editor), Winni Johansen (Editor), (2018) The International Encyclopedia of Strategic Communication, 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:	<p>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</p>
Course confirmation date:	
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
	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
	Principles for creating messages. Creating messages for student communication strategy. Students present publication	4	6	Lecture/Seminar
	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:		48	112	