



### COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Strategic Communication Planning and Management	CODE 203	3	Theory 2	Practice 2	3	6
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	√	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor(s)	Assoc. Prof. Dr. Nuran Öze	E-mail : nuran.oze@arucad.edu.tr
Course Objectives	<p>In this course, planning the corporate communication program according to corporate goals, designing communication tools and messages, running the communication program and measuring the communication added value are discussed. The fundamental concept in this course is strategic communication. With the knowledge of not all communication activities in an organisation are strategic, in this course it 's going to focus on how strategic communication can create a competitive advantage for companies. Strategic communication, encompasses all communication that is substantial for the survival and sustained success of an organisation, a brand, a person or a function. Managing communication ensures that communication is used purposefully to engage in conversations of strategic or operational significance to organisational goals. This means: it's all about the impact on value creation, not only about the success of corporate communications in the media or among stakeholders. What is needed is a business model for communications – a model that describes the rationale of how a communication department creates, delivers, and captures value for an organisation. This will be different for any organisation and it might change over time. It depends on the scope, set-up and tradition of the organisation, the expectations of top management and other executives, and the ambitions of the communicators in charge.</p>	

<b>Course Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• understand the basic elements of strategic communication</li> <li>• understand how to manage and know one's own management style</li> <li>• explore the role of leadership in an organization</li> <li>• understand management principles and how they relate to marketing communications</li> <li>• be versed in management trends</li> <li>• comprehend and develop skills for time management, financial and resource management</li> </ul>
<b>Course Content</b>	The core components of this course are using strategies in communication in social media tools or in any other workplaces complemented by lab work, homework and news quizzes. Some of the stories are taken home for completion, others completed in class under deadline pressure. Additional assignments may be added as needed.

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementati on (theory/practi ce)</b>	<b>Required Reading, Preliminary preparation</b>
1	Syllabus Review	T	Course requirements, assignment and assessment policies, and reading list.
2	What is Strategy and Strategic Management Process	T/P	Barney, J. B., & Hesterly, W. S. (2019). Strategic Management & Competitive Advantage. 6th Edition. Pearson. Ch.1
3	Evaluating Firms External Environment	T/P	Barney, J. B., & Hesterly, W. S. (2019). Strategic Management & Competitive Advantage. 6th Edition. Pearson. Ch.2
4	Evaluating Firms Internal Environment	T/P	Barney, J. B., & Hesterly, W. S. (2019). Strategic Management & Competitive Advantage. 6th Edition. Pearson. Ch.2
5	The Three Management Levels of Strategic Communication	T/P	Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i> . Routledge. Ch.4
6	Ethics and Societal Issues in Strategic Communication	T/P	Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i> . Routledge. Ch. 5
7	Discussions on Project	T/P	Barney, J. B., & Hesterly, W. S. (2019). Strategic Management & Competitive Advantage. 6th Edition. Pearson. PC 1-48
8	Mid-Term Exams		<b>Assignment Submission: Brand Selection &amp; Rationale</b>
9	Strategic Communication Planning	T/P	Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i> . Routledge. Ch. 7

10	Developing a Message Strategy	T/P	Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i> . Routledge. Ch. 9
11	Traditional Media & Evolving Media	T/P	Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i> . Routledge.
12	Branding	T/P	Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i> . Routledge.
13	Strategic Communication Campaigns	T/P	Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i> . Routledge.
14	Presentations	T/P	<b>Project Presentation</b>
15	Final Project Submission	T/P	<b>Report Submission</b>

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<p>Barney, J. B., &amp; Hesterly, W. S. (2019). Strategic Management &amp; Competitive Advantage. 6th Edition. Pearson.</p> <p>Holtzhausen, D., Fullerton, J. A., Lewis, B. K., &amp; Shipka, D. (2021). <i>Principles of strategic communication</i>. Routledge</p>
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	<p>Kotler, P. &amp; Keller, K. L. (2016). Marketing Management. Global Edition. Pearson.</p> <p>Percy, L. (2018). Strategic Integrated Marketing Communications. UK: Routledge.</p> <p>Larson, E. W. &amp; Gray, C. F. (2018). Project Management: The Managerial Process 8E. Newyork, McGraw Hill</p>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term ( <b>Assignment Submission</b> )	1	30

Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	1	20
Studio Practice	-	-
Discussion	-	-
Other	-	-
<b>Contribution of Final Examination/<u>Final Project</u>/ Dissertation to the Final Grade</b>	1	50
<b>TOTAL</b>	3	100

<b>CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES</b>						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				√	
2	Have a wide range of knowledgeable, critical and creative approaches to understanding the principles of digital media in contemporary culture.					√
3	Create an understanding of the impact and importance of digital culture in its diverse global forms.	√				
4	Be able to communicate and market created works across on various digital platforms in their diverse global forms.			√		
5	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.	√				
6	Learn practiced-based skills in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of new modes of content creation.					√
7	Develop understanding of data, data visualization and be able to create information based graphics and visual elements.					√

8	Be able to follow and adapt to current trends in digital world to implement them on multimedia productions created.	√			
9	Gain game development skills such as game design, story writing, character development and basic scripting.	√			
10	Have an understanding of different eras in media in a historical context and acquire a deep understanding of the ethical and legal responsibilities associated with being a communicator and content creator and	√			
11	Work efficiently independently and also within a team, meeting the deadlines and completing high quality projects.	√			
12	Develop a comprehensive digital portfolio of the works you produce, which includes research, thesis, news articles, films, websites, photo essays, and animations.				√

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		3	32
Mid-Term	1		20	20
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	1		20	20
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		30	30
Other	-		-	-
<b>TOTAL WORKLOAD</b>				144/25
<b>TOTAL WORKLOAD / 25</b>				5,76 = 6
<b>ECTS</b>				<b>6</b>

## ETHICAL RULES WITH REGARD TO THE COURSE

### Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

## ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

### Midterm Assignment: Brand Selection & Rationale (30 points)

#### Due Date: Mid-term Week

Select a brand that will be the focus of your integrated marketing plan for the class. You have two options for your brand. You can select the company you work for OR a company that you wish to present your strategic plan to after the class.

You must include the name of your brand and provide a brief rationale answering the following questions:

- The identity of your brand: Is it a company you work for or a company you wish to present your integrated marketing plan to after this class? Give a brief description of your brand as well.
- Why did you select this brand?

**PESTEL Analysis (5 points):** (1) Political, (2) Economic, (3) Social, (4) Technological, (5) Environmental, and (6) Legal. As a wise executive, carefully examine each of these six segments to identify major opportunities and threats and then adjust their firms' strategies accordingly.

**Five Forces Analysis (5 points):** Five forces analysis considers the interactions among the competitors in an industry, potential new entrants to the industry, substitutes for the industry's offerings, suppliers to the industry, and the industry's buyers. Apply this analysis to the selected brand.

**Competitive analysis (5 points):** Compile a list of 3-5 main competitors for your selected brand. For each competitor, list which media channels they are using. Include a brief paragraph that describes their content strategy. Consider the following questions as you create your response:

- Describe each competitor's engagement activity in terms of feedback from what you can see on each tools (This can be a rough estimate).

**SWOT analysis (10 points):** Using the SWOT table provided in the template, plot out the strengths, weaknesses, opportunities, and threats for your brand. Include these as bullet points and avoid writing long copy or paragraphs. Provide a brief 1-2 paragraph rationale for your SWOT Analysis that explains the strengths, weaknesses, opportunities, and threats more in-depth.

**Target audience (5 points):** Based on the research you have conducted on your selected brand, briefly describe your brand's target audience in 1-2 short paragraphs. Include demographics (gender, age range, geographic location, etc.), and psychographics (interests, preferences, etc.).

### **Live Presentation Details (20 Points)**

#### **Due Date: 14th Week**

You will present your Strategic Communication Plan to your instructor during your scheduled time.

Your live final presentation must include a PowerPoint.

#### **Requirements include:**

- 15 slide minimum, 20 slides maximum
- Time limit: 20-30 minutes
- Clearly outline the presentation in correspondence with the structure outlined below

#### **Structure of the Presentation:**

- Goals and objectives (1 slide)
- Key findings from your strategic communication plan audit and competitive analysis- SWOT Analysis, competitive advantage evaluations,... (3 slide)
- Outline each strategic planning tools you selected for the plan and a brief rationale for each (1-2 slide)
- Tactical plan outlining the efforts your brand will use to generate leads and engage audiences (2 slide)
- Outline strategic communication plan with integrated marketing tools (3 slide)
- Brief description of your plan and expected results (3 slide)

#### **PROJECT PRESENTATION RUBRIC:**

Organization 20%

Content 50%

Presentation Skill 20%

Timing 10%

### **Final Project Submission (50 points)**

1. What is your aim in this Communication Plan
2. Steps to Communication Planning
  - 2.1. Step 1 – Perform a Situation Analysis (5 points)
    - 2.1.1. SWOT Analysis (5 points)
    - 2.1.2. PEST Analysis (5 points)
    - 2.1.3. Perceptual Map (5 points)
  - 2.2. Step 2 – Identify and Define Objectives / Goals (5 points)
  - 2.3. Step 3 – Understand and Profile Your Key Audience (5 points)
  - 2.4. Step 4 – Decide the Media Channels and Create a Strategy (5 points)
  - 2.5. Step 5 – Create a Timetable for Publishing (5 points)
  - 2.6. Step 6 – Monitor and Evaluate the Results (5 points)
    - 2.6.1. What's Your Approach to Writing a Communication Plan (5 points)

**All assignments, Final Report and Presentation should send to the instructor via MS Teams and submitted hardcopy as well.**

### **Late Work and Make Up Policy**

Work in the class must be turned in on time to receive full credit. Late work can only receive full credit in extreme circumstances (i.e., family emergencies, accident). If you anticipate not making a project deadline due to any emergency, please contact the instructor as soon as possible via Ms Teams.

#### **Late work will be docked the following points:**

- |   |                     |
|---|---------------------|
| • Less than an hour late                              | 05 points off       |
| • More than an hour late but less than 24 hours late  | 10 points off       |
| • More than 24 hours late but less than 48 hours late | 15 points off       |
| • More than 48 hours late                             | 25 points off       |
| • A week or more late                                 | Not accepted at all |

<b>PREPARED BY</b>	Assoc. Prof. Dr. Nuran Öze
<b>UPDATED</b>	24.10.2022
<b>APPROVED</b>	