COMM 323.500 Strategic Communication, Spring, 2016, DR. CONRAD

Course Time and Location: 11:10-12:25 HECC 209
Contact Information: Office: 202b Bolton; Office hours: 12:30-2:00, TTh and by appointment; 845-5530; c-conrad@tamu.edu

This course is designed to introduce students to the field of Strategic Communication, focusing on major theoretical perspectives and strategic approaches. It is the first course in a sequence that is part of the Department of Communication's Strategic Communication certificate program (to be followed by COMM 322 and COMM 321), but takes a sufficiently broad perspective to meet the needs of students with a wide range of interests.

The general course objectives are:

* To identify the various phases of the strategic communication process
* To evaluate good and bad strategic communication practices
* To recognize strategic communication efforts and their objectives
* To explain the relationships between U.S. history and the development of strategic communication

EXAMINATIONS: There will be three. The first will be on February 11; the second will be administered on March 10; and the third will be given during the official final examination period established for this course by the university registrar (Thursday, May 5 from 3:00-5:00 p.m.) Each exam will be "cumulative" in the sense that the key concepts of the course tend to build on one another. Students will need to bring scantron forms with them to the exams.

Note: If a due date or examination falls on a religious holiday that you normally celebrate, please see me for an alternative schedule.

READINGS

The primary textbook is Robert L. Heath and W. Timothy Coombs, Today's Public Relations: An Introduction (Thousand Oaks, CA: Sage, 2006). I will distribute additional readings to you via email, so you will need to either check your Texas A&M email account daily or arrange to have email messages automatically transferred to medium that you consult more regularly. STUDENTS SHOULD BRING ANY QUESTIONS THEY HAVE OVER THE READINGS CLASS BECAUSE WE WILL NOT HAVE FORMAL REVIEW SESSIONS FOR THE EXAMINATIONS.

FORMAT OF THE COURSE

This is a lecture course. Students will learn more and their performance will be of a higher quality if they attend class regularly, having read the day's assignments. Absences
on examination days will be governed by the official rules established by the university. If you are not familiar with these policies see http://student-rules.tamu.edu/rule07.

Week One (1/19 & 1/21): Strategic Relationship Building

Reading: textbook, chp. 1
Report of the Special Commission on the 1999 Bonfire, especially Sections II and IV.

Week 2 (1/26 & 1/28). History of Public Relationships

Reading: textbook, chp. 2.

Week 3 (2/2 & 2/4). Managing Mutually Beneficial Relationships

Reading: textbook, chp. 3

Week 4 (2/9 & 2/11). Research and Exam #1

Reading: textbook, chp. 4.

Feb. 11: Exam #1.

Week 5 (2/16 & 2/18). Planning and Introduction to PR Theory

Reading: textbook, chp. 5 and pp. 195-199.

Week 6 (2/23 & 25). More on PR Theories

Reading: remainder of chp. 8
Coombs, "Crisis, Crisis Communication, Reputation, and Rhetoric."

Week 7 (3/1-3/3). Strategic Messaging I

Reading: textbook, chp. 6

Week 8 (3/8-3/10). Strategic Messaging II and Second Exam

Reading: textbook, chp. 7.

3/10: Second Examination


Week 9 (3/23 & 3/24). Ethics and Laws
Accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit http://disability.tamu.edu.

- **Title IX Duty to Report.**

  As an employee of the State of Texas, I have a duty to report anything you tell me about sexual abuse or sexual violence, even if you ask me not to tell anyone. Therefore, if you disclose anything of this nature to me, I’ll know that you want me to report it. If you would like to talk with someone who does not have to report your disclosure to the university authorities, please talk with campus mental health counselors, pastoral counselors, social workers, psychologists, health center employees, or any other person with a professional license requiring confidentiality.
• **Academic Integrity Statement and Policy**

> “An Aggie does not lie, cheat or steal, or tolerate those who do.” For additional information, please visit: [http://www.tamu.edu/aggiehonor](http://www.tamu.edu/aggiehonor)

• **Grading Scale:**

A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = <60%

• **Regarding materials copyright:** All materials from this course including, but not limited to, class notes, handouts, PowerPoint slides, lecture materials, discussion-group materials, and all activities are copyrighted. Therefore, these may not be copied, shared, or sold for any purpose.