

Spring 2016

PUR 6607 StratCom Management (Werder, Kelly)

Kelly Werder
University of South Florida

Follow this and additional works at: https://digitalcommons.usf.edu/ocep_sls



Part of the [Other Communication Commons](#)

Scholar Commons Citation

Werder, Kelly, "PUR 6607 StratCom Management (Werder, Kelly)" (2016). *Service-Learning Syllabi*. 22.
https://digitalcommons.usf.edu/ocep_sls/22

This Article is brought to you for free and open access by the Office of Community Engagement and Partnerships at Digital Commons @ University of South Florida. It has been accepted for inclusion in Service-Learning Syllabi by an authorized administrator of Digital Commons @ University of South Florida. For more information, please contact digitalcommons@usf.edu.

PUR 6607: Strategic Communication Management Spring 2016 Course Schedule

<p>1 January 14</p>	<p>Introduction & Orientation Introductions; course format and procedures; review of assignments; review of topics.</p>
<p>2 January 21</p> <p>BLOG 1 DUE</p>	<p>TOPIC: Conceptual Foundations of Strategic Communication (Part I)</p> <p>Readings due:</p> <ol style="list-style-type: none"> 1) Hallahan, K., Holtzhausen, D., van Ruller, B., Vercic, D., & Sriramesh, K. (2007). Defining strategic communication. <i>International Journal of Strategic Communication</i>, 1(1), 3-35. 2) Sandhu, S. (2009). Strategic communication: An institutional perspective. <i>International Journal of Strategic Communication</i>, 3(2), 72-92. 3) Holtzhausen, D. & Zerfass, A. (2013). Strategic Communication: Pillars and Perspectives of an alternate Paradigm. In K. Sriramesh, A. Zerfass, & J-N Kim, Ed. <i>Public Relations and Communication Management: Current Trends and Emerging Topics</i>. NY: Routledge/Taylor & Francis. 4) Werder, K. P. (2015). The integration of domains: Multidisciplinary approaches to strategic communication campaigns. <i>International Journal of Strategic Communication</i>, 9(2), 79-86. 5) <i>Handbook of Strategic Communication</i> (2015): Chapters 1-3 <p>Discussion Leader topics assigned</p>
<p>3 January 28</p> <p>BACKGROUND DUE</p> <p>COVER LETTER & RESUME DUE</p>	<p>TOPIC: Conceptual Foundations of Strategic Communication (Part II)</p> <p>Readings due:</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 4-8 2) Online Course Handbook (print and bring to class) <p>CLIENT VISIT (6:30-8 p.m.)</p>
<p>4 February 4</p> <p>BLOG 2 DUE</p> <p>THEORY PAPER TOPIC DUE</p>	<p>TOPIC: Organizational Dimensions: Strategic vs. Excellent Communication</p> <p>Discussion Leader: n/a</p> <p>Readings due:</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 9-12 2) Grunig, J. E. (1989). Symmetrical presuppositions as a framework for public relations theory. In C. Botan and V. Hazleton (Eds.), <i>Public relations theory</i> (pp. 17-44). Hillsdale, NJ: Lawrence Erlbaum Associates. 3) Grunig, J. E. (2001). Two-way symmetrical public relations: Past, present, and future. In R. L. Heath (Ed.), <i>Handbook of public relations</i> (pp. 11-30). Thousand Oaks, CA: Sage Publications. 4) Holtzhausen, Petersen, & Tindall (2002). Exploding the symmetrical/asymmetrical dichotomy: Public relations models in the new South Africa. <i>Journal of Public Relations Research</i>, 15(4).

<p>5 February 11</p> <p>BLOG 3 DUE</p> <p>RESEARCH PROPOSAL DUE</p>	<p>Topic: Understanding stakeholders: Situational Theory of Problem-Solving</p> <p>Discussion Leader: n/a</p> <p>Readings due:</p> <ol style="list-style-type: none"> 1) Grunig, J. E. (1989). Sierra Club study shows who become activists. <i>Public Relations Review</i>, 15, 8-23 2) Grunig, J. E. (1997). A situational theory of publics: Conceptual history, recent challenges, and new research. In D. Moss, T. McManus, & D. Vercic, <i>Public relations research: An international perspective</i> (pp. 3-48). Boston, MA: International Thomson Business Press. 3) Aldoory, L., & Sha, B-L. (2007). The situational theory of publics: Practical applications, methodological approaches, and theoretical horizons. In E. Toth (Ed.) <i>The future of excellence in public relations and communication management</i>. 4) Ni, L., & Kim, J. (2009). Classifying Publics: Communication Behaviors and Problem-Solving Characteristics in Controversial Issues. <i>International Journal of Strategic Communication</i>, 3(4). 5) Kim, J-N., Grunig, J., & Ni, L. (2010). Reconceptualizing the Communicative Action of Publics: Acquisition, Selection, and Transmission of Information in Problematic Situations. <i>International Journal of Strategic Communication</i>, 4(2), pp. 126-154. 6) Kim, J-N, & Grunig, J. E. (2011). Problem solving and communicative action: A situational theory of problem solving. <i>Journal of Communication</i>, 61, 120-149. 7) Kim, J-N, Ni, L., Kim, S-H. & Kim, J. R. (2012). What makes people hot? Applying the Situational Theory of Problem Solving to Hot-Issue Publics. <i>Journal of Public Relations Research</i>, 24(2), 144-164.
<p>6 February 18</p> <p>BLOG 4 DUE</p>	<p>Topic: Understanding stakeholders: Relationship Management (OPR)</p> <p>Discussion Leader: Murewa Olubela</p> <p>Readings due:</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 21 2) Hon, L. C. & Grunig, J. E. (1999). <i>Guidelines for measuring relationships in public relations</i>. Monograph published by The Institute for Public Relations, Gainesville, Fla. 32611-8400. 3) Ki, E-J., & Hon, L. C. (2007). Testing the linkages among the organization-public relationships and attitude and behavioral intentions. <i>Journal of Public Relations Research</i>, 19(1), 1-23. 4) Ki, E-J, & Hon, L. C. (2009). A measure of relationship cultivation strategies. <i>Journal of Public Relations Research</i>, 21(1): 1-24. 5) Ki E-J, & Hon, L. (2009). Causal linkages between relationship cultivation strategies and relationship quality outcomes. <i>International Journal of Strategic Communication</i>, 3(4). 6) Yang, S-U. (2007). An integrated model for organization-public relational outcomes, organizational reputation, and their antecedents. <i>Journal of Public Relations Research</i>, 19(2): 91-121. 7) Stroh, U. (2007). Relationships and participation: A complexity science approach to change communication. <i>International Journal of Strategic Communication</i>, 1(2), pp. 123-137.

<p>7 February 25</p> <p>BLOG 5 DUE</p>	<p>TOPIC: Organizational Dimensions: Leadership and Decision Making</p> <p>Discussion Leader: Vilaxay Inthaxoum</p> <p>Readings due:</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 13-16 2) Holtzhausen, D. R., & Voto, R. (2002). Resistance from the margins: The postmodern public relations practitioner as organizational activist. <i>Journal of Public Relations Research</i>, 14(1), 57-84. 3) Zerfass, A., & Huck, S. (2007). Innovation, communication, and leadership: New developments in strategic communication. <i>International Journal of Strategic Communication</i>, 1 (2), pp. 107-122. 4) Werder, K. G. Page, & Holtzhausen, D. R. (2009). An analysis of the influence of public relations department leadership style on strategy use and effectiveness. <i>Journal of Public Relations Research</i>, 25(4). 5) Okura, M., Dozier, D., Sha, B-L, and Hofstetter, C. R. (2009). Use of scanning research in decision making: An examination of the environmental imperative and power-control perspective. <i>Journal of Public Relations Research</i>, 21(1): 51-70.
<p>8 March 3</p> <p>THEORY PAPER DUE</p>	<p>NO CLASS MEETING</p> <p>Submit your theory paper via Canvas by 6:30 p.m.</p>
<p>9 March 10</p> <p>BLOG 6 DUE</p> <p>ALL DATA DUE</p>	<p>TOPIC: Advertising & Branding</p> <p>Discussion Leader: Amaly Santiago</p> <p>Readings due:</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 18, 24 2) Bradley, N. (2004). What is brand equity anyway? <i>International Journal of Market Research</i>, 46, 502. 3) Cramphorn, S. (2006). How to use advertising to build brands - in search of the philosopher's stone. <i>International Journal of Market Research</i>, 48(3), 255. 4) Romaniuk, J. (2009). The Efficacy of Brand-Execution Tactics in TV Advertising, Brand Placements, and Internet Advertising. <i>Journal of Advertising Research</i>, 49 (2),143-150. 5) Van Reijmersdal, Eva. (2009). Brand Placement Prominence: Good for Memory! Bad for Attitudes? <i>Journal of Advertising Research</i>, 49(2), 151-153.
<p>10 March 17</p>	<p>SPRING BREAK</p>
<p>11 March 24</p> <p>BLOG 7 DUE</p> <p>RESEARCH REPORT & SWOT DUE</p>	<p>Topic: Strategic Communication in Society</p> <p>Discussion Leader: Melissa Pelletier</p> <p>Readings due</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 23, 25, 26, 28, 29, 35

<p>12 March 31</p> <p>BLOG 8 DUE</p>	<p>TOPIC: Risk & Crisis Management</p> <p>Discussion Leader: Yifei Ren</p> <p>Readings due</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 19, 32-34 2) Coombs, T. (2008). The development of the situational crisis communication theory. In T. Hansen-Horn & B. Neff (Eds.). <i>Public Relations: From Theory to Practice</i>. Boston, MA: Pearson Education. 3) Huang, Y-H. (2008). Trust and relational commitment in corporate crises: The effects of crisis communicative strategy and form of crisis response. <i>Journal of Public Relations Research</i>, 20(3): 297-327. 4) Heath, R. L., Lee, J., & Ni, L. (2009). Crisis and risk approaches to emergency management planning and communication: The role of similarity and sensitivity. <i>Journal of Public Relations Research</i>, 21(2), 123-141. 5) Holtzhausen, D. R., & Roberts, G. F. (2009). An investigation into the role of image repair theory in strategic conflict management. <i>Journal of Public Relations Research</i>, 21(2), 165-186.
<p>13 April 7</p> <p>BLOG 9 DUE</p>	<p>TOPIC: Social Media and Technology</p> <p>Discussion Leader: Natcha Inpleng</p> <p>Readings due</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 22, 36 2) Hughes, J., & Porter, L. V. (2007). High-tech persuaders: Proximity to innovation and communicators' roles, status, and power. <i>International Journal of Strategic communication</i>, 1(4), pp. 227-245. 3) Catalano, C. S. (2007). Megaphones to the internet and the world: The role of blogs in corporate communications. <i>International Journal of Strategic communication</i>, 1(4), 247 - 262. 4) Yang, S-U, & Lim, J. S. (2009). The effects of Blog-Mediated Public Relations (BMPR) on relational trust. <i>Journal of Public Relations Research</i>, 21(3), 341-359. 5) Palazon-Vidal, M., & Delgado-Ballester, E. (2005). Sales promotions effects on consumer-based brand equity. <i>International Journal of Market Research</i>, 47(2), 179. 6) Heath, Robert. (2009). Emotional Engagement: How Television Builds Big Brands At Low Attention. <i>Journal of Advertising Research</i>, 49(1), 62-73.

<p>14 April 14</p> <p>BLOG 10 DUE</p>	<p>TOPIC: Creativity and Tactics</p> <p>Discussion Leader: Mara Latorre</p> <p>Readings due</p> <ol style="list-style-type: none"> 1) <i>Handbook of Strategic Communication</i> (2015): Chapters 20 2) Pieters, R., Warlop, L., & Wedel, M. (2002). Breaking through the clutter: benefits of advertisement originality and familiarity for brand attention and memory. <i>Management Science</i>, 48(6), 765-783. 3) Dahlén, M., Rosengren, S., & Törn, F. (2008). Advertising Creativity Matters. <i>Journal of Advertising Research</i>, 48(3), 392-403. 4) Roberts, D., Baker, S., & Walker, D. (2005). Can we learn together? Co-creating with consumers. <i>International Journal of Market Research</i>, 47(4), 407. 5) Keller, E., & Fay, B. (2009). The Role of Advertising in Word of Mouth. <i>Journal of Advertising Research</i>, 49(2), 154-158. 6) Fulgoni, G. M., & Mörn, M. P. (2009). Whither the Click? How Online Advertising Works. <i>Journal of Advertising Research</i>, 49(2), 134-142. 7) Okazaki, Shintaro (2009). The Tactical Use of Mobile Marketing: How Adolescents' Social Networking Can Best Shape Brand Extensions. <i>Journal of Advertising Research</i>, 49(1), 12-26.
<p>15 April 21</p> <p>DRAFT STRATEGIC PLAN DUE</p>	<p>TOPIC: Strategic Panning Project Work</p> <p>Final revisions to strategic plan, troubleshooting, and rehearsal of presentation</p>
<p>16 April 28</p> <p>FINAL STRATEGIC PLAN DUE</p>	<p>CLIENT PRESENTATION</p> <p>Submission of two copies of final project book and two disks with all files Course wrap-up and conclusions</p>