Comm 401   Foundations of Global Strategic Communication

Fall, 2023
Tuesdays 7 p.m. to 9:30 p.m.
Class meets at SoC room 10 (basement)

Professor: David Kamerer, PhD, APR
E-mail   dkamerer@luc.edu
Zoom: https://luc.zoom.us/my/dkamerer
Phone: 316.214.3466 (mobile) Text me (identify yourself) for a Zoom call
Office Hours: Tuesdays and Thursdays, 1 – 2:00 p.m. I can also be available before
                 or after class, or by appointment

Texts: *Public Relations, 2nd,* by Tom Kelleher

                 and readings as assigned.

Objectives:
This is the introductory course for the Global Strategic Communication program. In it, we will learn the fundamentals of managing strategic communication for a large company or organization, with an emphasis on campaign planning and execution. We will also explore the most important issues in the field today and how they affect our work.

Grading:

Assignments, (64 percent)

Midterm exam (10 percent)

Final exam (16 percent)

Discretionary (10 percent). This includes leadership inside/outside of class, attendance, contribution to class goals and teamwork.

I am available: In addition to scheduled office hours I have wide availability to meet with you for any reason related to class. The best way to set a meeting is to email me with a topic and a couple of suggested times to meet. I will reply and confirm one of the times.

Academic Integrity: Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a guiding principle for all academic activity at Loyola University Chicago, and all members of the University community are expected to act in accordance with this principle.

Failing to meet the following academic integrity standards is a serious violation of personal honesty and the academic ideals that bind the University into a learning community. These standards apply to both individual and group assignments. Individuals working in a group may be held responsible if one of the group members has violated one or more of these standards:

1. Students may not plagiarize.
2. Students may not submit the same work for credit for more than one assignment (known as self-plagiarism).
3. Students may not fabricate data.
4. Students may not collude.
5. Students may not cheat.
6. Student may not facilitate academic misconduct.

Follow this link for more details about these standards, sanctions, and academic misconduct procedures: (https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

Class Conduct: One important aspect of a Jesuit education is learning to respect the rights and opinions of others. Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (including gendered, racial or ethnic) comments, especially comments directed at a classmate.

Sakai: All course materials will be located on Sakai which can be accessed at https://sakai.luc.edu Sakai is a web-based learning management system. You will be able to access it from any computer connected to the internet. Instructional guides and video tutorials for using Sakai are available at: http://www.luc.edu/itrs/sakai/sakai-student-tutorials.shtml

Course content, including syllabi, PowerPoints, lectures, etc. will be available online. You should check Sakai often for announcements, assignments, and other course content.

Student Support Resources:

- ITS Service Desk: helpdesk@luc.edu 773-508-4487

- Library Subject Specialists: http://libraries.luc.edu/specialists

- Student Accessibility Center: sac@luc.edu

- Writing Center: http://www.luc.edu/writing/

- Ethics Hotline: http://luc.edu/sglc/aboutus/ 855.603.6988

Email Messages: All email messages sent to students about this course will be sent to their Loyola email address. Students are expected to check their Loyola email address on a regular basis. You can access your web-based LUC email account at https://outlook.luc.edu.

Special Circumstances--**Receiving Assistance**: Students are urged to contact their instructors should they have questions concerning course materials and procedures. If you have any special circumstance that may have some impact on your course work, please let your instructors know so they can establish a plan for assignment completion. If you require assignment accommodations, please contact your instructors early in the semester so that arrangements can be made with Student Accessibility Center (SAC) (http://www.luc.edu/sac/).

Copyright: Copyright law was designed to give rights to the creators of written work, artistic work, computer programs and other creative materials. The Copyright Act requires that people who use or reference the work of others must follow a set of guidelines designed to protect authors' rights. Unfortunately, copyright law is complex and too often incomprehensible; that does not, however, excuse users from following the rules. The safest practice is to remember (1) to refrain from distributing works used in class (whether distributed by the professor or used for research); they are likely copyright protected and (2) that any research or creative work should be cited according to *[add the standards of your discipline, as MLA guidelines].*
For LUC's copyright resources check online: http://www.luc.edu/copyright

Intellectual Property: All lectures, notes, slide decks and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

Recorded Synchronous Sessions: An online or blended course may use a software to record live, online class discussions. As a student in any class that holds synchronous sessions, your participation in live class discussions will likely be recorded. These recordings will be made available <u>only</u> to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule: https://www.luc.edu/its/itrs/sakai/administrativeschedule/). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

Privacy Statement
Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so <u>only</u> with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

Statement about use of Artificial Intelligence in class
Generative AI, such as Chat GPT, is a tool that has valid applications in our work. In your assignments I expect your thoughts and writing to be your own. There will be times when it is appropriate to use AI tools; I will identify these times and will ask you to always disclose if/when AI tools are present in your work.

Schedule:
Because of the fast-moving nature of the digital world, the following schedule is presented as tentative. I reserve the right to adjust the schedule for the good of the class.

Week 1 (Aug 29)

Fundamentals: definitions, branding, RPIE model
Trends: beyond shareholder value
Global issues: The World is Flat

Read: Kelleher 1; Mayo Clinic branding article, on Sakai
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 2 (Sept 5)

Fundamentals: comm models; PR/advertising models through time
Trends: How search has impacted communication
Global issues: decline of democracy

Read: Kelleher 2; Barcelona Principles, on Sakai
Due: branding exercise
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 3 (Sept 12)

Fundamentals: Integrated Communication
Trends: How Comms/Marketing is implemented; GAP study

Read: Kelleher 3, GAP VIII study, on Sakai
Due: search assignment
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 4 (Sept 19)

Fundamentals: Research
Trends: introduction to analytics platforms

Read: Kelleher 5; IPR article and analytics articles, on Sakai
Due: reflection on GAP study
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 5 (Sept 26)

Fundamentals: Program planning

Read: Kelleher 6; Trends: The AMEC strategic planning model

Week 6 (Oct 3)

Fundamentals: implementation, evaluation
Read: Kelleher 7, 8; Trends: PESO model, Barcelona Principles
Review for midterm exam
Due before fall break: analysis of Silver Anvil entry
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 7 (Oct. 10)
Due to fall break, there is no regular class on Oct. 11
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 8 (Oct. 17)
Fundamentals: Crisis communication
Read: Kelleher 12; Trends: agency - getting the work

MIDTERM exam due Friday, Oct. 20, 7 p.m.
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 9 (Oct 24)

Fundamentals: Trust
Global issues: The Edelman Trust Barometer, 20 years of trust
Due: Crisis assignment
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 10 (Oct 31)

Read: Kelleher 13; Trends: Global issues affecting communication practice
Due: Trust assignment
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 11 (Nov. 7)   ELECTION DAY – VOTE!

Fundamentals: PRSA Code of Ethics
Trends: digital ethics
Due: Campaign assignment
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 12 (Nov. 14)

Fundamentals: Corporate Social Responsibility, DEI, ESG
Trends: from shareholder to stakeholder; alternate business structures
Due: Ethics assignment
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 13 (Nov. 21) (due to the coming Thanksgiving break, this class will be asynchronous
– complete lessons at a time convenient for you)

Fundamentals: Non-profits and NGOs
Trends: digital toolkit for non-profits
Due: CSR Assignment

~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 14 (Nov. 28)

Fundamentals: AI and machine learning
Trends: AI applications
THANKSGIVING
~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Week 15 (Dec. 5)

Trends: Communicating across cultures
Review for final

~~~~~~~~~~~~~~~~~~~~~~~~~~~~

FINAL EXAM: Tuesday, Dec. 12, 7 p.m.