

Strategic Communications

MBA Level Course
(Full semester program, 18 session course)

Session One: Changing Environment of Business

Reading: Chapter 1 (Corporate Communication, Paul Argenti, 5th Edition, pp. 1-15)

Description:

- Attitudes about business
- Recognizing the changing environment
- Connecting corporate communication to business strategy

Case: Google Inc. (pp. 16-26)

Session Two: Communications Strategy

Reading: Chapter 2 (Corporate Communication, Paul Argenti, 5th Edition, pp. 27-42)

Description:

- Setting communication objectives
- Analyzing constituencies
- Delivering messages appropriately
- Identifying channels and structuring the message

Case: Cason Container Company (pp. 43-44)

Session Three: Executive Branding

Reading: Chapter 1, 2 (Executive Presence: The Art of Commanding Respect Like a CEO, Harrison Monarth)

Description:

- How people perceive you
- Self-branding
- Enhancing your reputation using media
- Personal reputation management

Assignment: Mr. Haskell (from Carson Container Company case) must present to plant managers and materials managers from the individual plants. Rewrite memo/prepare speech

Session Four: Communications Function

Reading: Chapter 3 (Corporate Communication, Paul Argenti, 5th Edition, pp. 45-62)

Description:

- Development of the communications function
- Structure of the communications function/reporting

Case: Hewlett Packard (pp. 63-66)

Session Five: Identity, Image, & Reputation

Reading: Chapter 4 (Corporate Communication, Paul Argenti, 5th Edition, pp. 67-98)

Description:

- Creating a coherent identity
- Image in the eye of the beholder
- Building a solid reputation

Case: Jet Blue (pp. 99-104)

Session Six: Issues Management/Reputational Risk

Analysis

Reading: Chapter 2 and 3 (Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management, Cees B.M. Van Riel and Charles J. Fombrun, pp. 38-79)

Description:

- Reputation management
- Identity, image and reputation

Case: Integrated Reputation Analysis at Daimler (pp. 189)

Session Seven: Corporate Social Responsibility

Reading: Chapter 5 (Corporate Communication, Paul Argenti, 5th Edition, pp. 105-133)

Reading: Chapter 1 (Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Philip Kotler, Nancy Lee, 1st edition, pp 1-21)

Description:

- What is corporate responsibility?
- Communicating about corporate responsibility

Case: Starbucks Coffee Company (pp. 134-154)

Session Eight: Strategic Philanthropy

Reading: Chapter 6 (Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Philip Kotler, Nancy Lee, 1st edition, pp 144-174)

Description:

- Community Affairs
- Cause marketing
- Corporate philanthropy
- Social responsibility business practices

Case: Crest's Healthy Smiles 2010 Initiative (pp. 132), Shell Australia (pp. 188)

Syllabus

Session Nine: Integrated Marketing Communications

Reading: Chapter 1 (*The Handbook of Strategic Public Relations and Integrated Marketing Communications*, Clarke Caywood, 2nd Edition)

Description:

- The role of IMC in the marketing process
- Public relations, publicity and corporate advertising

Case: Lowes ([Click To See Details](#))

Session Ten: Media Relations

Reading: Chapter 6 (*Corporate Communication*, Paul Argenti, 5th Edition, pp. 155-172)

Description:

- Building better relations with the media
- Building a successful media relations program

Case: Adolph Coors Company (pp. 173-182)

Session Eleven: Media Training (Midterm/Roleplay)

Reading: Chapter 1 (*Guide to Media Relations*; Irv Schenkler and Tony Herrling, 1st edition)

PR Professionals will come to class as guest speakers

Description:

- Pillars of media
- Guide to media

Case: Toyota brake pads

Session Twelve: Social Media

Reading: *European Financial Review: "Digital Strategies for Powerful Corporate Communications," February/March Issue*)

Description:

- Integrating digital strategies into your business
- Reputation management in a social media world

Supporting materials:

- "Digital Strategies" PPT (Paul Argenti)

Cases:

- Dominos Pizza ([Click To See Details](#))
- Pepsi Refresh ([Click To See Details](#))

Session Thirteen: Communications Law

Reading: Chapter 1 (*Mass Communication Law in a Nutshell* T. Barton Carter, pp. 1-44)

Description:

- Defamation and mass communications
- Privacy and the mass media
- Regulation of commercial speech

Case: *New York Times Co v Sullivan* (pp.85-90)

Session Fourteen: Internal Communications

Reading: Chapter 7 (*Corporate Communication*, Paul Argenti, 5th Edition, pp. 183-199)

Description:

- Organizing the internal communications effort
- Implementing an effective internal communications program
- Managements role in internal communications

Case: *Westwood Publishing* (pp. 200-202)

Session Fifteen: Investor Relations

Reading: Chapter 8 (*Corporate Communication*, Paul Argenti, 5th Edition, pp. 203-223)

Description:

- Objectives of investor relations
- Developing an investor relations program
- Using investor relations to add value

Case: *Steelcase* (pp. 223-228)

Session Sixteen: Government Relations

Reading: Chapter 9 (*Corporate Communication*, Paul Argenti, 5th Edition, pp. 229-240)

Description:

- Rise of regulation
- How business manages government
- Government relations functions

Case: *Disney's America theme park* (pp. 242-256)

Syllabus

Session Seventeen: Crisis Communications

Reading: Chapter 10 (Corporate Communication, Paul Argenti, 5th Edition, pp. 257-283)

Description:

- What is PR crisis? (Is all news really good news?)
- How to prepare for crises
- Communicating during the crisis

Case: Coca Cola India (pp. 284-300)

Session Eighteen: Crisis Communications Simulation

Reading: "Crisis Communications: Lessons from 9/11", December 2002 (Paul Argenti)

Description:

- Guest lecturers/experts will run a simulation on managing communications in the thick of a crisis. Students will discuss crisis comm. strategy during 9/11 and lessons learned.

Case: Perrier

Final (4 hour final exam)

Syllabus

Strategic Communications

MBA Level Mini-mester Course
(Full semester program, 9 session "Mini-mester" course)

Session One: Changing Environment of Business/ Communications Function

Reading: Chapter 1,3 (Corporate Communication, Paul Argenti, 5th Edition, pp. 1-15; 45-62)

Description:

- Attitudes about business
- Recognizing the changing environment
- Connecting corporate communication to business strategy
- Development of the communications function
- Structure of the communications function/reporting

Case: Google Inc. (pp. 16-26); Hewlett Packard (pp. 63-66)

Session Two: Communications Strategy/ Executive Branding

Reading: Chapter 2 (Corporate Communication, Paul Argenti, 5th Edition, pp. 27-42)

Reading: Chapter 1, 2 (Executive Presence: The Art of Commanding Respect Like a CEO, Harrison Monarth)

Description:

- Setting communication objectives
- Analyzing constituencies
- Delivering messages appropriately
- Identifying channels and structuring the message
- Macro writing
- Presentation delivery

Case: Cason Container Company (pp. 43-44)

Assignment: Mr. Haskell (from Carson Container Company case) must present to plant managers and materials managers from the individual plants. Rewrite memo/prepare speech

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Description:

- Creating a coherent identity
- Image in the eye of the beholder

- Building a solid reputation
- Issues management/reputational risk analysis

Case: Jet Blue (pp. 99-104)

Session Four: Corporate Social Responsibility

Reading: Chapter 5 (Corporate Communication, Paul Argenti, 5th Edition, pp. 105-133)

Reading: Chapter 1 (Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Philip Kotler, Nancy Lee, 1st edition, pp 1-21)

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Case: Starbucks Coffee Company (pp. 134-154)

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Case: Lowes ([Click To See Details](#))

Session Six: Media Relations/Social Media

Reading: Chapter 6 (Corporate Communication, Paul Argenti, 5th Edition, pp. 155-172; European Financial Review: "Digital Strategies for Powerful Corporate Communications," February/March Issue)

Description:

- Building better relations with the media
- Building a successful media relations program
- Integrating digital strategies into your business
- Reputation management in a social media world

Cases: Adolph Coors Company (pp. 173-182); Domino's Pizza ([Click To See Details](#)); Pepsi Refresh ([Click To See Details](#))

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- Objectives of investor relations
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Case: Steelcase (pp. 223-228)

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Description:

- Rise of regulation
- How business manages government
- Government relations functions

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- How to prepare for crises
- Communicating during the crisis

Case: Coca Cola India (pp. 284-300)

Strategic Communications Seminar

(One-day seminar)

Changing Environment of Business/Communications

Function (90 minutes)

- Attitudes about business
- Recognizing the changing environment
- Connecting corporate communication to business strategy
- Development of the communications function
- Structure of the communications function/reporting

Communications Strategy/Executive Branding

(90 minutes)

- Setting communication objectives
- Analyzing constituencies
- Delivering messages appropriately
- Identifying channels and structuring the message
- Defining/articulating your vision

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Media Relations/Social Media (90 minutes)

- Building better relations with the media
- Building a successful media relations program
- Integrating digital strategies into your business
- Reputation management in a social media world

Crisis Communications (90 minutes)

- What is PR Crisis? (Is all news really good news?)
- How to prepare for crises
- Communicating during the crisis