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
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)
**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)
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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Reading: Chapter 4 (Corporate Communication, Paul Argenti, 5th Edition, pp. 67-98)
Description:
• Creating a coherent identity
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• Building a solid reputation
• Issues management/reputational risk analysis
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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:
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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 Six: Media Relations/Social Media
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)
Supporting materials:
• Digital Strategies” PPT (Paul Argenti)
Session Seven: 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 Eight: 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)

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- How to prepare for crises
- Communicating during the crisis

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

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

**LUNCH**

**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