MMC6939 Strategic Written Communication

SPRING 2018

3 CREDIT HOURS

INSTRUCTOR

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LinkedIn

Contact Me

For general questions and comments related to course concepts, assignments, policies and procedures, please post to the General Discussion forum on the course site. For matters more personal (i.e., grades, emergencies), please email me directly.

Office Hours

Monday – Thursday from 7 pm to 9 pm EST; available by appointment only. To schedule, please contact me via email. I will do my best to respond to you within 24 hours.

Instructor Bio

With more than 20 years of professional experience, I began my career as a Marketing intern for Southwest Airlines in 1997. After graduating from the University of Texas (San Antonio), I joined Southwest fulltime in 1998 as a Customer Relations representative—where I responded to customer inquiries via the telephone and through writing (aka letters as this was before email). This is where I first fell in love with communications as there is no purer form of communication than customer service. I learned the value of strategic written communication by having to figure out the best technique to break bad news or to explain complicated company policy.

In 2006, I moved to the Employee Communications department where I focused on Southwest's monthly Employee magazine, *LUVLines*. The mid-2000s were an exciting time as the field of internal communications was beginning to morph. In addition to managing a handful of company-wide channels (intranet site, email, and the magazine), we began to become consultants to the various business sectors to help them better communicate with our Employees. My first major project was for Southwest's People Department. I assisted the Onboarding Team with the company's first online orientation site, where I both wrote content for the site and then handled the socialization of the project to internal and external audiences. Today, my main focus is on channel management and content curation.

COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to http://elearning.ufl.edu/. Click the orange "Log into e-Learning" button. Log in with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be on the Courses menu on the left navigation. Click on "All Courses" on this menu. After clicking "All Courses," you have the option to put the course on your dashboard by clicking on the star to the left of the course's name.

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

THIS COURSE

Course Layout

Each week, you will be assigned lectures to watch, readings, and assignments. There will be one project—due at the end of the semester. These tasks are found on each weekly module.

Description

This course teaches students the art of using the strategic written communication techniques of storytelling and audience/channel analysis to create a comprehensive communication plan to achieve internal and external organizational goals.

Why is this course important? As a student, you will learn the essentials of strategic written communication including measurable objectives, storytelling, and audience/channel analysis that give you the tools to create a comprehensive communication plan that achieves organizational goals and prepares you for a role on a communications team.

Objectives

By the end of this course, students will be able to:

- Define strategic communication and explain its importance to an organization.
- Explain the impact storytelling can have on organization's brand.
- Construct a three-stage communication plan that summarizes measurable objectives, target audiences, and the most effective channels to reach each audience.
- Compose the various written internal and external components included in the communication plan.
- Evaluate new information that may impact your communication plan and analyze what changes, if any, must be made.

Students will be able to answer the following 10 questions by the end of this course:

What is written strategic communication and why is it important to any organization?

- What is organizational storytelling and why is it so impactful?
- How can you use social channels to drive your message home?
- Why is defining your audience vital to the success of your communication?
- What are the most commonly used internal communication channels within an organization and when are they utilized?
- How can you make the most of your organization's external communication channels?
- What are the elements of a comprehensive communication plan?
- How can you create internal communication that will resonate with employees?
- Why is interpersonal communication still important in the current digital age?

Course Deliverables

In this course, there will be seven required discussion posts; seven written, submitted assignments; and a final project.

COURSE EXPECTATIONS

This is a 12-week course divided into 12 modules. Each of these modules contains a designated series of lectures, readings, and videos that lead into that respective week's discussion topic and assignments.

Throughout the semester, there will be seven discussion posts, eight assignments of varying length/detail, and one final project. All lectures, readings, discussion topics, assignments, reference videos, and other instructions are on the course website in Canvas.

You should be prepared to answer questions related to the material, ask questions about issues of interest, AND ask for clarification of concepts introduced during each module when appropriate. You are expected to complete work on time and participate in class discussions in a professional manner while respecting the instructor and fellow students.

Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding to just one student which limits the rest of the class from gaining this knowledge.

REQUIRED READINGS/VIDEOS

There are no required textbooks for this course. However, there are several free articles and video that you will need to read/watch each week. Links are provided in Canvas and a complete breakdown of the timing for each under the Course Schedule area later in the syllabus

PREREQUISITE KNOWLEDGE & SKILLS

I created this course to provide students with a baseline knowledge needed to join an organizational communications team. It is helpful for students taking this class to have a background in writing and editing and to be familiar with the AP Stylebook and general grammar principles (I would recommend downloading Grammarly to help with the latter). The most important prerequisite is a curious, open mind.

TEACHING PHILOSOPHY

I believe that a student will get out of the class what they put into it and that the role of an instructor is to assist them to accomplish whatever goals they set for the class. As someone from the business world, my goal is to help students gain the skills needed to pursue a career in the communication field.

COURSE POLICIES

Attendance Policy
Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday-Friday, to check for course updates in the announcements and discussion sections of the site.

Late Work & Makeup Policy
Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

- Less than an hour late   05 points off
- More than an hour late but less than 24 hours late   10 points off
- More than 24 hours late but less than 48 hours late   15 points off
- More than 48 hours late   25 points off
- A week or more late   Not accepted at all

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. The student may email me the assignment in a pdf file if there are uploading emails. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: https://www.dso.ufl.edu/care/medical-withdrawal-process/.

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Email your academic advisor and put "dropping a course" in the subject line. Your academic advisor will reply with the necessary procedures.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Coursework Submissions
All assignments, quizzes, etc. will be submitted electronically through Assignments in Canvas.

Deadlines
This class, like others, involves many deadlines. Here is a reminder. Each week begins on a Monday and ends on a Sunday.

- Discussion Assignments   11:59pm EST Thursday
- Weekly Assignments   11:59pm EST Sunday
- Final project   11:59pm EST on Sunday of week 12

Grading
All assignment grading will be on 100 point scale.

Your work will be evaluated according to the following distribution:

- Discussions   20%
- Weekly Assignments   40%
- Project   40%

Your final grade will be rewarded as follows.

A	100%	to	93.5%
A-	< 93.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%

C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
E	< 59.5%	to	0%

UNIVERSITY POLICIES

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting an accommodation. You must submit this documentation before submitting assignments or taking the quizzes or exams. Accommodations are not retroactive. Therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall, or you can contact them by phone at 352-392-8565.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of the class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities are expected.

My role as an instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Other Resources

Other are available at http://www.distance.ufl.edu/ getting-help for:

- Counseling and Wellness resources
  - http://www.counseling.ufl.edu/cwc/ 352-392-1575

- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints about your experience in this course, please contact your program director and/or student support coordinator at distancesuppport@jou.ufl.edu or visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu

Evaluations are typically open during the last two or three weeks of the semester. Students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must

use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason, any intentional misrepresentations of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above-stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

COURSE & ASSIGNMENT DETAILS

Weekly Lectures

There is a lecture video for each of the 12 weeks on Canvas. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos. As the course progresses, the lectures build upon the knowledge already presented in previous weeks. You are urged to watch the videos on schedule to stay on track with the course material, be able to apply it to discussions and assignments to gain the most you can from the course.

Assignment Details

Discussions

During weeks 1, 2, 4, 6, 7, 10, and 11, you will be required to respond to a discussion post in Canvas. Discussions are due by 11:59 pm Thursdays. In Canvas, click on the "Assignments" tab and navigate to the current week's discussion forum. Discussions are meant to facilitate insightful conversation among students. Please respond thoughtfully and think critically when responding to discussions. The seven discussions throughout the semester account for 20% of your grade.

Discussion Assignments

Criteria	Ratings					Points
Content Elements include: • Subject matter • Substantive • Stimulates conversation • Clarity • Logical • Use of details • Use of examples/ analogies • Use of argument (when needed) • Use of evidence .	**40.0 Pts** **Full Marks** The discussion response is completely substantive and fully addresses the main topic of the discussion post in a clear and logical manner, using details and examples when necessary — stimulating conversation.	**30.0 Pts** The discussion response is mostly substantive and nearly fully addresses the main topic of the discussion post in a clear and logical manner, using details and examples when necessary— stimulating conversation. The writing lacks one key content element.	**20.0 Pts** The discussion response was partially substantive and mostly addresses the main topic of the discussion post in a clear and logical manner, to the correct audience using details and examples when necessary— stimulating conversation. The writing lacks two key content elements.	**10.0 Pts** The discussion response was barely substantive and hardly addresses the main topic of the discussion post in a clear and logical manner, using details and examples when necessary— stimulating conversation. The writing lacks three key content elements.	**1.0 Pts** **No Marks** The discussion response was not substantive and doesn't address the main topic of the discussion post in a clear and logical manner, using details and examples when necessary— stimulating conversation. The writing lacks four of more key content elements.	40.0 Pts
Style/Organization Elements include: • Organization • Voice • Tone • Creativity • Compelling • Flow	**40.0 Pts** **Full Marks** The discussion response not only uses the appropriate voice and tone but also is	**30.0 Pts** The discussion response mostly uses the appropriate voice and tone and is mostly organized in a	**20.0 Pts** The discussion response partially uses the appropriate voice and tone and is partially organized in a	**10.0 Pts** The discussion response barely uses the appropriate voice and tone and is barely organized in a	**1.0 Pts** **No Marks** The discussion response did not use the appropriate voice and tone and is	30.0 Pts
• Readability • Vocabulary • Conciseness • Sentence variety • Tense agreement • Storytelling (where applicable)	organized in a way that allows the content to flow to maximize readability. The writing is compelling, readable, and concise.	way that allows the content to flow to maximize readability. For the most part, the writing is compelling, readable, and concise. The writing lacks one key style/content element.	way that allows the content to flow to maximize readability. The writing is partially compelling, readable, and concise. The writing lacks two key style/content elements.	way that allows the content to flow to maximize readability. The writing is barely compelling, readable, and concise. The writing lacks three key style/content elements.	not organized in a way that allows the content to flow to maximize readability. The writing is not compelling, readable, and concise. The writing lacks four or more key style/content elements.	
Mechanics Elements include: • Grammar • Punctuation • Spelling • Correct sentence structure	**20.0 Pts** **Full Marks** The discussion response is free of mechanical errors.	**15.0 Pts** The discussion response contains one minor mechanical error.	**10.0 Pts** The discussion response contains two or three minor mechanical errors.	**5.0 Pts** The discussion response contains four or five minor mechanical errors.	**1.0 Pts** **No Marks** The discussion response contains five or more minor mechanical errors.	20.0 Pts
						100.0 Pts

Weekly Assignments

Most weeks (all weeks except weeks 2, 6, 10, and 11) you will be required to complete and submit a research-based writing assignment. Individual assignment instructions are found in Canvas under the "Assignment" tab. Assignments should be submitted via Canvas in PDF format and are due by 11:59 pm Sundays. No other formats will be accepted. The eight assignments throughout the semester account for 40% of your grade.

Writing Assignments

Criteria	Ratings					Pts
Content Elements include: • Subject matter • Substantive • Correct Audience • Clarity • Logical • Use of details • Use of examples/ analogies • Use of argument (when needed) • Use of evidence	**40.0 pts** **Full Marks** The writing assignment is completely substantive and fully addresses the main topic of the article in a clear and logical manner to the correct audience, using details, examples, and analogies when necessary.	**30.0 pts** **30 Points** The writing assignment is mostly substantive and nearly fully addresses the main topic of the article in a clear and logical manner, to the correct audience using details, examples, and analogies when necessary. The writing lacks one key content element.	**20.0 pts** **20 Points** The writing assignment was partially substantive and mostly addresses the main topic of the article in a clear and logical manner, to the correct audience using details, examples, and analogies when necessary. The writing lacks two key content elements.	**10.0 pts** **10 Points** The writing assignment was barely substantive and hardly addresses the main topic of the article in a clear and logical manner, to the correct audience using details, examples, and analogies when necessary. The writing lacks three key content elements.	**0.0 pts** **No Marks** The writing assignment was not substantive and doesn't address the main topic of the article in a clear and logical manner, to the correct audience using details, examples, and analogies when necessary. The writing lacks four of more key content elements.	40.0 pts
Style/Organization Elements include: • Organization • Voice • Tone • Creativity • Compelling • Flow • Readability • Vocabulary • Conciseness • Sentence variety • Tense agreement • Storytelling (where applicable)	**40.0 pts** **Full Marks** The writing assignment not only uses the appropriate voice and tone but also is organized in a way that allows the content to flow to maximize readability. The writing is compelling, readable, and concise.	**30.0 pts** **30 Points** The writing assignment mostly uses the appropriate voice and tone and is mostly organized in a way that allows the content to flow to maximize readability. For the most part, the writing is compelling, readable, and concise. The writing lacks one key style/content element.	**20.0 pts** **20 Points** The writing assignment partially uses the appropriate voice and tone and is partially organized in a way that allows the content to flow to maximize readability. The writing is partially compelling, readable, and concise. The writing lacks two key style/content elements.	**10.0 pts** **10 Points** The writing assignment barely uses the appropriate voice and tone and is barely organized in a way that allows the content to flow to maximize readability. The writing is barely compelling, readable, and concise. The writing lacks three key style/content elements.	**0.0 pts** **No Marks** The writing assignment did not use the appropriate voice and tone and is not organized in a way that allows the content to flow to maximize readability. The writing is not compelling, readable, and concise. The writing lacks four or more key style/content elements.	40.0 pts
Mechanics Elements include: • Grammar • Punctuation • Spelling • Correct sentence structure	**20.0 pts** **Full Marks** The writing assignment is free of mechanical errors.	**15.0 pts** **15 Points** The writing assignment contains one minor mechanical error.	**10.0 pts** **10 Points** The writing assignment contains two or three minor mechanical errors.	**5.0 pts** **5 Points** The writing assignment contains four or five minor mechanical errors.	**0.0 pts** **No Marks** The writing assignment contains five or more minor mechanical errors.	20.0 pts

Total Points: 100.0

The final project will be representative of everything you learn in the course. For specific instructions on these projects, go to the "Assignments" tab in Canvas. The final project, a completed is due at 11:59 pm on Sunday of week 12 and will represent 40% of your grade.

For the final project, students will create/choose an organization to represent and then determine an initiative to be communicated to an internal and external audience. They will need to complete a project brief where they define the project's goals/objectives, key messages, target audiences, key measurable objectives, and important dates before developing a comprehensive communication plan and writing all the supporting elements for the channels they have deemed to be the most effective to use to get their message out (i.e., internal/external blog posts, message from CEO to employees, media release, Facebook posts, Twitter message, LinkedIn article from appropriate Leader, etc.).

COURSE SCHEDULE

WEEKLY MODULE DATES

Week 1 – Monday, January * – Sunday, January *, 2019

Week 2 – Monday, January 15th – Sunday, January 21st, 2019

Week 3 – Monday, January 22nd – Sunday, January 28th, 2019

Week 4 – Monday, January 29th – Sunday, February 4th, 2019

Week 5 – Monday, January * – Sunday, January *, 2019

Week 6 – Monday, January 15th – Sunday, January 21st, 2019

Week 7 – Monday, January 22nd – Sunday, January 28th, 2019

Week 8 – Monday, January 29th – Sunday, February 4th, 2019

Week 9 – Monday, January * – Sunday, January *, 2019

Week 10 – Monday, January 15th – Sunday, January 21st, 2019

Week 11 – Monday, January 22nd – Sunday, January 28th, 2019

Week 12 – Monday, January 29th – Sunday, February 4th, 2019

Course Introduction & Syllabus
- Welcome to the course! (Video link for course intro)
- Syllabus introduction (Video link)

COURSE SCHEDULE
Week One: What is strategic written communication and why is it important to any organization? (1/*-1/*)

- Define written strategic communication
- Explain its importance to an organization
- A high-level overview of various audiences (internal: employees and external: various customer types; media; investors, etc.) for strategic written communication
- A high-level overview of various types of written strategic communication

Watch:

- Recorded Lecture (Zoom link)

Required Readings:

9 Reasons Communication Fails by Dianna Booher for *Fast Company*

Four Corporate Communications Best Practices To Learn From GE by Amanda Guisbond for *Forbes*

Recommended Readings:

Nine Tips to Writing Posts That Get Read on the LinkedIn Publishing Platform by Neal Schaffer for LinkedIn

Ten Helpful, Handy Resources for Writers by Ali Hale for Ragan Communications

Four Tips to Write with More Heft and Purpose by Robby Brumberg for Ragan Communication

Two Misleading Words Triggered GM's Catastrophic Communication Breakdown by Carmine Gallo for *Forbes*

Assignments:

- Discussion due 11:59 pm EST Thursday
- Assignment 1 due 11:59 pm EST Sunday

Week Two: What is organizational storytelling and why is it so impactful? (1/*-1/*)

Learning Objectives

- Every professional communicator should know:
  - What is organizational storytelling
  - Why is storytelling so impactful
  - What are the elements of a good story
  - How to use effectively use visuals to enhance your story (video/artwork/infographics)
  - The importance of being transparent, authentic, and honest

Watch:

- Recorded Lecture (Zoom link)
- The Magical Science of Storytelling by David JP Phillips for TEDxStockholm

- [The Clues to a Great Story](#) by Andrew Stanton for TED2012
  Note: The joke that Stanton begins his talk with uses foul language and is not suitable for all audiences. To skip this part, please start the video at the 1:20 mark.

Required Readings:

[Storytelling: The New Strategic Imperative Of Business](#) by Billee Howard for *Forbes*

[The Untold Story: The Power of Corporate Storytelling](#) published by Financial Times Corporate Learning Alliance

Recommended Readings:

[Seven Companies that are Killing It with Brand-Driven Storytelling](#) by Sujan Patel, Co-founder WebProfits

Assignments

- Discussion due 11:59 pm EST Thursday

Week Three: How can you use social channels to drive your message home? (1/*-1/*)

Learning Objectives

- The benefits of an organization embracing social media
- How to effectively use storytelling in the digital/social world.

Watch:

- Recorded Lecture (Zoom link)

Required Readings:

[23 Benefits of Social Media for Business](#) published by Hootsuite

[Seven Incredible Examples of Brand Storytelling on Social Media](#) by Sahail Ashraf for Locowise

[How Businesses Use Instagram Stories—30 Case Studies](#) published by 99 Firms

[Ten Essentials for your Social Media Marketing Campaigns](#) by Amanda Clark for Ragan Communications

Recommended Readings:

[Study: Customers want Businesses to be Transparent on Social Media](#) by Ted Kitterman for Ragan Communication

[Three Video Errors to Avoid on Social Media](#) by Tony Scida for Ragan Communication

[Tips for Using Facebook Live](#) published by Facebook

[Three Brands Still Killing it on Facebook](#) by Mark Traphagen for Marketing Land

[The Top 10 Brands that Nailed Twitter in 2017](#) by Diana Bradley for PR Week

Assignments
- Discussion due 11:59 pm EST Thursday
- Assignment 3 due 11:59 pm EST Sunday

Week Four: Why is defining your audience vital to the success of your communication? (1/*-2/*)

Learning Objectives
- Understand how defining your audience allows you to maximize the impact your message.
- Know the various types of audiences
- Learn how to create personas for your target audience(s)

Watch:
- Recorded Lecture (Zoom link)

Required Readings:

Target Audience Personas: The Benefits of Persona Development by Christine Soucy for Wired Impact

Six Steps to Decoding Your Target Audience by Jayson DeMers for *Forbes*

Assignments
- Discussion due 11:59 pm EST Thursday
- Assignment due 11:59 pm EST Sunday

Week Five: What are the most commonly used internal communication channels within an organization and when are they utilized? (1/*-2/*)

Learning Objectives
- Understand the most commonly used internal communication channels and when they should be utilized.
- Know the various types of internal audiences
- Learn how to determine who should be the voice of your communication pieces.

Watch:
- Recorded Lecture (Zoom link)

Required Readings:

How to Choose the Right Communications Channel by Jackie Wiles for Gartner

Tuning in the Right Employee Communication Channel by Carmine Porco for Prescient Digital Media

Five-Point Plan for Internal Comms Best Practices published by SnapComms

Recommended Readings:

Study: 6 Best Practices for Email Success by Michael DesRochers for Ragan Communications

Picking the Right Channel: A Guide for Internal Communications Practitioners by Cheryl Lesser for Digital Workplace Group

Assignments
- Discussion due 11:59 pm EST Thursday
- Assignment due 11:59 pm EST Sunday

Week Six: How can you make the most of your organization's external communication channels? (1/*-2/*)

Learning Objectives
- Understand the most commonly used external communication channels and when they should be utilized.

Watch:
- Recorded Lecture (Zoom link)

Required Readings:

Are Press Releases Dead? By John Rampton for *Forbes*

Brand Journalism and Content Marketing are Different, but Complementary by Edyta Kowal for Ragan Communications

Why and How You Should Adopt a Brand Journalism Approach by William Comcowich for Ragan Communications

Five Steps to Strategically Reboot Your Brand's Content Marketing by Mat Zucker for Content Marketing Institute

Eight Ways to Engage on LinkedIn to Boost Your PR and Marketing Efforts by Kling Michael for Ragan Communications

Recommended Readings:

Best Practices for Corporate Online Newsrooms by William Comcowich for Glean.Info

Leaders of the Pack: 15 Companies Blazing the Brand Journalism Trail published by AirPR

Pursuing Brand Journalism? Start with Engaging Storytelling by Paul Furiga for Ragan Communications

Assignments
- Discussion due 11:59 pm Thursday

Week Seven: What are the elements of a comprehensive communication plan? (1/*-2/*)

Learning Objectives

- Know the three stages of creating a communication plan: planning, execution, and wrap-up
- Understand the importance of cascading/timing communication pieces to various audiences, when needed.

Watch:

- Recorded Lecture (Zoom link)

Required Readings:

Six Tips to Streamline and Solidify Your Internal Communications by Saskia Jones for Ragan Communications

Nine Steps for Developing your Internal Communications Plan by Emma Hanley for Ragan Communications

Internal & External Business Communication by Katie Mills Giorgio for Bizfluent

Recommended Readings:

Why and How your Company Should Set Communication Competencies by Russell Working for Ragan Communications

Assignments

- Discussion due 11:59 pm EST Thursday

Week Eight: How can you create internal communication that will resonate with employees? (1/*-2/*)

Learning Objectives

- Learn the elements required to make your internal communication resonate with Employees.

Watch:

- Recorded Lecture (Zoom link)
- Talk Nerdy to Me by Melissa Marshall for TEDGlobal 2012

Required Readings:

Five Steps to Meaningful Internal Communication by David Grossman for Leader Communicator Blog

Ten Communication Essentials for Employee Engagement by Alison Davis for Ragan Communications

Priority Email: Four Tips to Ensure Employees Read Company Messaging by Amanda McClay for Ragan Communications

[How Employee-First Writing Ramps Up Internal Communications](#) by Vicky Zeldin for Ragan Communications

- Assignment 4 due 11:59 pm Sunday

Week Nine: How do you curate and tell compelling stories? (1/*-2/*)

Learning Objectives
- Recognize a story compelling story and know ways to make bland content more interesting.
- Understand various techniques for curating content

Watch:
- Recorded Lecture (Zoom link)

Required Readings:

[27 Psychological Hacks That Will Make Your Content Convert](#) by Neil Patel for Neil Patel Digital

Recommended Readings:

[58 Ways to Create Persuasive Content Your Audience Will Love](#) by Henneke Duistermaat for Copyblogger

Assignments
- Assignment 4 due 11:59 pm EST Sunday

Week Ten: How do you communicate during a crisis? (1/*-2/*)

Learning Objectives
- Be able to recognize that your organization is in a crisis
- Understand the steps to follow when communicating during a crisis.

Watch:
- Recorded Lecture (Zoom link)

Required Readings:

[The Art of Crisis Management—Planning, Preparedness, and Practice](#) published by Technical Response Planning

[The Art of Crisis Management](#) by Tara Weiss for *Forbes*

[Ten Steps for Building your Crisis Communications Plan](#) by Judy Luk-Smit for Ragan Communications

[Ten Surefire Ways to Ensure your Next Crisis Spirals Out of Control](#) by Jonathan Bernstein for Ragan Communications

Assignments
- Discussion due 11:59 pm EST Thursday

- Assignment 4 due 11:59 pm EST Sunday

Week Eleven: The Power of Interpersonal Communication (1/*-2/*)

Learning Objectives
- Know what interpersonal communication is an why it's important
- Understand how to run an effective meeting
- Know how to make presentations more impactful
- Know how to cut through the email clutter

Watch:
- Recorded Lecture (Zoom link)

Required Readings:

How to Run Successful Meetings in Seven Steps by Katy Trost for *Forbes*

Seven Habits of Highly Effective Meetings published by Project Management Hacks

Writing Effective Emails published by Mind Tools

What Are Interpersonal Skills And Why Are They So Important? By Shannon Terrell for MindValley

Assignments
- Discussion due 11:59 pm EST Thursday

Week Twelve: Wrap Up & Final Projects Due (1/*-2/*)

Learning Objectives
- Review semester and have any questions answered

Watch:
- Recorded Lecture (Zoom link)

Assignments
- Final Project due 11:59 pm EST Sunday

ASSIGNMENTS

Assignment	Due Date	% of Grade
Discussion week 1	Thursday, January ** 11:59 pm EST	2.86%
Assignment week 1	Sunday, January ** 11:59 pm EST	5.71%
Discussion week 2	Thursday, January ** 11:59 pm EST	2.86%
Assignment week 3	Sunday, January ** 11:59 pm EST	5.71%
Discussion week 4	Thursday, January ** 11:59 pm EST	2.86%
Assignment week 4	Sunday, January ** 11:59 pm EST	5.71%
Assignment week 5	Sunday, January ** 11:59 pm EST	5.71%
Discussion week 6	Thursday, January ** 11:59 pm EST	2.86%
Discussion week 7	Thursday, January ** 11:59 pm EST	2.86%
Assignment week 7	Sunday, January ** 11:59 pm EST	5.71%
Assignment week 8	Sunday, January ** 11:59 pm EST	5.71%
Assignment week 9	Sunday, February ** 11:59 pm EST	5.71%
Discussion week 10	Thursday, February ** 11:59 pm EST	2.87%
Discussion week 11	Thursday, February ** 11:59 pm EST	2.86%
Final Project week 12	Sunday, Month day 11:59 pm EST	40.00%
	Total	**100%**

Discussions	20%
Weekly Assignments	40%
Project	40%

Syllabus Page in Canvas: (include a link here)