

Strategic Communication A

Fall 2015

Copenhagen

3 Credits

Core Class: Yes

Study Tour: London

Major Disciplines: Communication, Business, Public Relations

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Mondays and Thursdays, 16.25-17.45, V10-D11

Course Description

This core course analyzes important trends and developments in the field of communication in Denmark and Europe, from organizational communication to strategic planning and campaign execution.

Through field trips, case studies, guest lectures and study tours, you will gain first-hand knowledge of how professionals work within the field of media and strategic communications. The course readings and lectures rest upon the premise that corporate and organizational reputation can be measured, monitored and managed. You will learn to identify, and make use of the core components that constitute the reputation formula.

Course readings and class discussions will focus on real-life communication problems such as information asymmetries, unfair treatment by the press, negative rumors, media crisis and thus challenge you to analyze communication problems and develop strategic practical solutions to real communication challenges.

The class is interactive and hands-on. Students are required to choose an organization, define its communication platform and corporate identity, write a press release, conduct a filmed interview, and develop the pre-production concept for a stakeholder commercial as a response to a media crisis. No knowledge of film-making is required.

Learning Objectives

- Understand the role of corporate and organizational communication, including the communication platform, stakeholder management, corporate identity, values, media relations, social media, CSR, employee communication.
- Demonstrate ability to analyze communication problems from a strategic perspective, develop practical solutions, and apply key terms and tools on the basis of course material, class discussions, lectures and study tours.
- Crisis management: Obtain the skills to handle and respond to public disasters or media crisis.
- Tools of the profession: Write a press release, conduct a professional film interview and develop the concept for a stakeholder film commercial (creative concept development – not the film).

Course Faculty

Benjamin Holk Henriksen

Master of Law from University of Copenhagen, MBA from California State University and a Certificate in Directing from UCLA. Co-owner of Holk & Lassenius and co-author and co-producer of the international leadership and marketing research project: "The Mind of a Leader," published as books and film series, including Philip Kotler, Anita Roddick, Philippe Starck, Michael Dukakis and many more. With DIS since 2013.

Required Readings*News*

You are expected to read the main news section of a major daily newspaper (i.e., International Herald Tribune, Guardian, Wall Street Journal Europe, The Independent etc.) either online or in hard copy, and stay current with breaking general news that has political and media implications (i.e., AP, BBC etc.).

Class Books

Doorley, John and Garcia, Helio Fred. – The key to successful Public Relations and Corporate Communication. 2nd edition, Routledge, London 2011.

Articles and material (on blackboard)

- The Communication Platform (Power Point model).
- Brief Case: Mission, Vision and Strategic Intent, Andrew Campbell and Sally Yeung (on blackboard).
- Spin and strategic communication from a historical perspective: The Prince chapter 7.

Filmed lectures

"Camera movements and angles" and "Framing and composition".

Content and structure

The course is organized around the following modules:

Part A. Corporate communication & corporate identity: Define the core of the organization.

Part B. Crisis management communication campaign incl. press release, media interview, and a pitch for a corporate stakeholder film commercial.

This course will combine lectures, field studies, case analyses, and in-class discussions. Student participation is critical, and is reflected in the participation grade of each student. It is important to read all required material in order to get full benefit from the classes. Most class session will begin with students presenting their 10-minute "Current Affairs Report" (posted for the class on Blackboard).

Laptop policy

As the class is meant to be interactive and hands on, laptops or electronic devices may not be used during class time.

Guest lectures

We are very fortunate to have high-profile speakers as part of this DIS-course come and share their expertise with you both in class, during field studies and on study tours. In order to receive the highest value from those experiences, I'm asking you to not leave the room when a speaker is making a presentation. Short breaks will be provided.

Grading elements

- Class Participation (incl. current affairs reports, presentation 1, active participation on field studies, study tours): 20%
- One In-Class Test: 20% (after the first part of the course)
- Team presentation 2: 20% (after the second part of the course)
- Long study tour assignment: 20%
- Final Exam: 20%

****Note:** To be eligible for a passing grade in this class, you must complete all of the assigned work.

Further explanation of grading elements**Class participation**

You are expected to attend all parts of the course. Unauthorized absences and lack of preparation will have a negative influence on the grade. If you have an emergency that will prevent you from attending class, you should contact me beforehand. You will be evaluated on the following areas:

- Attendance: According to DIS policy, two consecutive unexcused absences will result in a report to the Academic Registrar. Three or more absences will have a negative effect for your academic standing at DIS, and your home university may be notified.
- Level of preparation and involvement in class and group discussions, i.e. the ability to apply insights and learning points from readings to class room discussions.
- Active participation in field studies and study tours.
- Presentation 1.

Current Affairs Reports

Students are required to make a short (10 minute max) in-class oral presentation on a current case in communication (no Power-point tools needed).

The presentation should include the following elements:

- 1) Summary (present and explain the case);
- 2) Analysis (Why did it occur? Who are the stakeholders? What can be done in terms of communication?)
- 3) Take away points (implications, overview, recommendations).

Team presentation 1

Corporate communication & corporate identity: Define the core of the organization.

Groups will be assigned and given the task of defining the core of an organization including the communication platform, stakeholder management, corporate identity, values, media relations, social media, CSR, employee communication. The presentation is part of the participation grade.

Team presentation 2

Crisis management communication campaign incl. press release, media interview, and a pitch for a corporate stakeholder film commercial.

In-class Test

There will be an in-class test. You will be evaluated on your ability to demonstrate a sufficient understanding of the course work and topics covered in class.

Long study tour assignment

During the study tour to London, you will visit different companies and meet with communication professionals. You will be asked to zoom in on one of these visits and write a paper relating the visit to topics covered in class. More information will be given before the study tour.

Final Exam

At the end of the semester, there will be a final exam consisting of questions from each module. You will be evaluated on your ability to use your argumentation and analytical skills to answer questions correctly. It is the policy of DIS that final exams cannot be re-scheduled except in cases of documented illness or family crises. Late papers will be deducted a third of a grade point per day it's late.

Late Paper Policy

Late papers and exams will be deducted a third of a grade point per day they are late. All work must be handed in in order to get a passing grade.

Academic Integrity

DIS expects that students abide by the highest standards of intellectual honesty in all academic work. DIS assumes that all students do their own work and credit all work or thought taken from others. Academic dishonesty will result in a final course grade of "F" and can result in dismissal. The students' home universities will be notified. DIS reserves the right to request that written student assignments be turned in electronic form for submission to plagiarism detection software. See the Academic Handbook for more information, or ask your instructor if you have questions.

Course Plan

Subject to change with as much notice as possible to reflect the needs of the class.

PART A. CORPORATE COMMUNICATION & CORPORATE IDENTITY. DEFINE THE CORE OF THE ORGANIZATION.

1. Thursday, August 20

Introduction to the course and syllabus.

Incl.: topics, important dates, class representatives, teams and guidelines for presentations, who are we. What is the difference between marketing and communications?

Cases: Danske Bank, Vini Lunardelli, Lust Beer.

Reading: No readings.

Group project: Assign 4 teams.

Next time: Who wants to present a C.A.R. next time?

2. Monday, August 24

Introduction to strategic communication and corporate identity.

What is reputation and how can it be measured, monitored and managed?

Reading: Doorley, John and Garcia, Helio Fred. Chapter 1: "Reputation Management" (in class book). Brief Case: Mission, Vision and Strategic Intent, Andrew Campbell and Sally Yeung (on blackboard). The Communication Platform (on blackboard).

Group project: Select organization and start your research.

Next time: Who wants to present next time?

August 26th**8:30-12:30 Field Studies: TBD****3. Thursday, August 27**

Internal organizational communication and global corporate communication.

Topics include: The communication platform, centralization & decentralization, organizational language, corporate identity survey and mood-boards, the core and the ever-changing environment.

Reading: Doorley, John and Garcia, Helio Fred. Chapter 5: "Organizational Communication" (in class book). Chapter 9: "Global Corporate Communication" (in class book).**Group project:** Confirm choice of organization. Conduct research.**Next time:** No C.A.R next time.**4. Monday, August 31**

Internal organizational communication and global corporate communication.

Topics include: The communication platform, centralization & decentralization, organizational language, corporate identity survey and mood-boards, the core and the ever-changing environment.

Introduction to core course week.

Reading: Doorley, John and Garcia, Helio Fred. Chapter 5: "Organizational Communication" (in class book). Chapter 9: "Global Corporate Communication" (in class book).**Group project:** Conduct research and mood-boards.**Next time:** Who wants to present a C.A.R. next time?**5. Thursday, September 3**

Social media.

Reading: Doorley, John and Garcia, Helio Fred. Chapter 4: "Social Media" in Reputation Management – The key to successful Public Relations and Corporate Communication. 2nd edition, Routledge, London 2011.**Group project:** Conduct social media guidelines.**Next time:** Who wants to present next time?**CORE COURSE WEEK**

September 7th - 8th Copenhagen
September 9th – 11th Odense/Århus

6. Monday, September 14

Corporate social responsibility – what's in it for business?

Reading: Reading: Doorley, John and Garcia, Helio Fred. Chapter 13: "Corporate Responsibility" (in class book). Ethical dilemmas and challenges in organizational communication

Reading: Doorley, John and Garcia, Helio Fred. Chapter 2: "Ethics and Communication" (in class book).

Group project: Develop CSR.**Next time:** Lego, Presentations.**7. Thursday, September 17**

Guest lecture: Bettina Johnson, Lego group.

Next time: Presentations.

8. Monday, September 21

Presentation 1 “Corporate communication & corporate identity”: Team 1+2

- Elements in the communication platform: Mission & vision, Values, TG, Stakeholder presentation (prioritize).
- Mood-boards (results of fictional survey and your suggestions).
- Social media guidelines (based on the communication platform).
- CSR (based on the communication platform).

The presentation, analysis and thoughts must be turned in.

Reading: No readings.

Group project: Build organizational knowledge.

Next time: Presentations.

9. Thursday, September 24

Presentation 1 “Corporate communication & corporate identity”: Team 3+4

- Elements in the communication platform: Mission & vision, Values, TG, Stakeholder presentation (prioritize).
- Mood-boards (results of fictional survey and your suggestions).
- Social media guidelines (based on the communication platform).
- CSR (based on the communication platform).

The presentation, analysis and thoughts must be turned in.

Reading: No readings.

Group project: Build organizational knowledge.

Next time: Who wants to present next time?

TRAVEL BREAK: NO CLASS
September 26 – October 4

PART B. CRISIS MANAGEMENT COMMUNICATION CAMPAIGN INCL. PRESS RELEASE, MEDIA INTERVIEW AND A PITCH FOR A CORPORATE STAKEHOLDER FILM COMMERCIAL.

10. Monday, October 5

Crisis Management - what happens when the crisis breaks out?

Reputation management in practice: Media relations.

Machiavelli’s scapegoat theory.

Reading: Doorley, John and Garcia, Helio Fred. Chapter 12: “Crisis Communication” (in class book).

Group project: A crisis occur: Create/conduct a crisis for one of the other groups.

Next time: Who wants to present next time?

11. Thursday, October 8

In-class Test (45 min. short answer test based on readings and visits)

Reading: No readings.

Next time: Who wants to present next time?

12. Monday, October 12

The art of writing a press release.

Topics include: headline, content, target group, stakeholders (crisis management etc.).

Reading: Doorley, John and Garcia, Helio Fred. Chapter 3: "Media Relations" (in class book).

Group project: Receive and analyze your "organizational crisis" and work on your press release.

Next time: Who wants to present next time?

13. Thursday, October 15

The art of making a film interview.

Workshop: camera, lighting, makeup, framing, background

Topics include: How to control the interview and agenda.

Reading: Watch: "Camera movements and angles" and "Framing and composition" on Blackboard.

Introduction to the long study tour: Travel plan and practical information regarding the study tour and assignment.

Screen: Interviews and campaigns.

Reading: No readings.

Group project: Construct your crisis response interview with your communication manager.

Next time: Each group will conduct a 2 min. test interview about worst thing to do in London.

<p>LONG TRAVEL BREAK: LONDON</p>

October 18-23

18OCT DY2511 CPH-LHW 1330-1425

23OCT DY2520 LHW-CPH 2035-2325

14. Monday, October 26

Back from London: Watch demo interviews.

Feedback on interviews incl. angles, composition, lighting, structure etc.

Reading: No readings.

Group project: Develop crisis management campaign.

Next time: Team work.

Field study: October 28, 13:00-17:00, V10-D11

Make up class, due to the September guest lecture.

Developing a pitch for a corporate stakeholder film (Purpose is reputation not direct sale).

Agencies positions.

Creative briefs: What is your problem and objective?

Logline, tagline, concept, storyboard.

Use you communication platform and developed knowledge.

Reading: No readings.

Group project: Develop your pitch and campaign.

Next time: Demo – interviews.

15. Thursday, October 29

Team work.

Reading: No readings.

Group project: Develop crisis management campaign.

Next time: Presentations.

16. Monday, November 2

Presentation 2: Team 1+2

Press conference: Opposing team 3+4

Present press release, crisis management interview, and corporate film pitch.

Explain structure, ideas and methods based on course material.

The presentation, analysis and thoughts must be turned in.

Final session: Wrap-up and preparation for the final exam – Q&A regarding the readings and exam.

Assignment Due: Long Study Tour

Reading: No readings.

17. Thursday, November 5

Presentation 2: Team 3+4 (start by reading your crisis assignment)

Press conference: Opposing team 1+2

Present press release, crisis management interview, and corporate film pitch.

Explain structure, ideas and methods based on course material.

The presentation, analysis and thoughts must be turned in.

Reading: No readings.

Group project:

Next time: Who wants to present next time?

TRAVEL BREAK: NO CLASS
November 7 – 15

18. Monday, November 16

No class.

19. Thursday, November 19

Final exam.

20. Monday, November 23

No class.

21. Thursday, November 26

No class.

22. Monday, November 30

No class.

23. Thursday, December 3

No class.

Monday, December 7, 3:00-6:00pm (more information to be announced in class)

Communication Semester Showcase