

0503C331

Communication Planning

Instructor: TBA

Time: May 8, 2023 - June 9, 2023

Office Hours: 2 hours (according to the teaching schedule)

Contact Hours: 60 (50 minutes each)

Credits: 4

E-mail: TBA

Course Description

This course introduces the knowledge and skills required for designing effective communication plans. We will study the essential steps in developing, implementing and evaluating communication plans that fit the mission, goals and objectives of an organization.

Required Textbook(s)

Communication Planning: An Integrated Approach, 1ed, by Sherry Devereaux Ferguson, SAGE Publications, Inc, ISBN-13 : 978-0761913146.

Additional readings will be provided by the instructor.

Course Schedule

Please note: the schedule is meant to give an overview of the major concepts and activities in this course. Changes may occur in the schedule as needed to aid in the student's development.

Week 1

- Course Introduction
- Chapter 1: The Making of Strategic Planning Cultures
- Chapter 2: The Role of Integrated Communication Planning

Week 2

- Chapter 3: Writing the Strategic Communication Plan
- Chapter 4: Writing the Multiyear or Annual Operational and Work Plans
- Chapter 5: Writing the Communication Support Plan: Planning for Special Events, Campaigns, and Issues

Week 3

- Chapter 6: Writing the Contingency Plan for Crises
- Chapter 7: Understanding the Psychology of Audiences: Beliefs, Attitudes, Values, and Needs
- Chapter 8: The Bases of Source Credibility

Week 4

- Chapter 9: Message Design: Perception, Cognition, and Information Acquisition
- Chapter 10: Message Design: Theories of Persuasion
- Chapter 11: Choosing the Channel: Lessons Learned

Week 5

- Chapter 12: Strategic Approaches to Planning for Issues Management

- Chapter 13: Planning Cooperative Strategies: Partnering, Consulting, and Negotiating

Grading Policy

Your final grade is based on the following components:

Type	Percentage
Assignments	30% of grade
Midterm Exam	30% of grade
Final Exam	30% of grade
Participation	10% of grade
Total	100%

Grading Scale

The instructor will use the grading system as applied by JNU:

Definition	Letter Grade	Score
Excellent	A	90~100
Good	B	80~89
Satisfactory	C	70~79
Poor	D	60~69
Failed	E	Below 60

Academic Integrity

As members of the Jinan University academic community, students are expected to be honest in all their academic coursework and activities. Academic dishonesty, includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging

other students' work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to receiving a failing grade (E) in the course.