Strategic Communications
MASY1-GC 3335 | 100 | Spring 2024 | 01/24/2024 -05/01/2024 | 3 Credit
Modality: In-person
Course Site URL: https://brightspace.nyu.edu/d2l/home/330797

General Course Information
Faculty: Dr. Steven Goss
Email: swg3@nyu.edu
Class Schedule: 01/24/2024 - 05/01/2024 | Wednesday | 12:00pm - 2:35pm
Location: 20 West 43rd Street, Midtown Center, Room 521
Office Hours: I can be available to you at your convenience. If you'd like to meet with me after class hours, you must contact me at least one day before the date you'd like to meet. You can schedule with me via email or in person, although email is preferred, and I can meet with you on campus at 20 West 43rd Street, Room 400B, between 10:00 and 3:00, or I can meet with you online using Zoom. I can make myself available to you on Zoom at a time that fits your schedule, as long as it is within reasonable hours.

Course Description
A vital function of any professional is to be able to communicate accurately and effectively. This course will focus on interdisciplinary activities including strategic communications planning, crisis avoidance and crisis communications planning, and an overview of Integrated Communications. Students will learn how to approach one of the most difficult tasks facing corporate communicators today: how to pull together all the internal and external communications initiatives, from press releases to advertising, that impact various constituencies in terms of their awareness, attitudes and behavior. Governance and disclosure principles are overviewed. This is a highly practical course that begins with an evaluation of student-submitted writing samples and a benchmark oral presentation. Students will learn and practice proven techniques for writing e-mails, memoranda and policy documents. In addition, they will learn, practice and integrate the key components of making powerful and persuasive oral presentations. Key topics for oral presentations include body energy (stance, posture, eye contact and gestures), vocal energy (voice volume, pace and voice inflection) and content (message text and use of visual aids such as graphs, charts and slides). Key topics for written communications include developing your personal tone and style, planning and organizing your written message, identifying and clarifying the strategic message, creating sentences that are clear and readable, and reviewing and editing your writing. Upon successful completion of this course, students should be able to focus on the key strategic message; manage work and business relationships using the written word; write in clear language; and make the writing process faster and more comfortable. In addition, students will be able to design, create and deliver oral presentations to a small group and manage the ensuing question and answer session.

Prerequisites
N/A

Learning Outcomes

At the conclusion of this course, students will be able to:

- Evaluate a strategic communications program to determine its effectiveness
- Analyze how a proposed corporate communication program improves corporate image and credibility
- Assess the effectiveness of the communications program in reaching targeted audiences
- Develop a communication program using traditional, digital, and social media programs to elevate an organization's exposure to target audiences internally and externally
- Deliver a pitch presentation for the proposed communications plan

Communication Methods

I will try to be as accessible to you as I possibly can. Our time together is more than Wednesdays for two hours and 25 minutes. Learning is an ongoing experience, and I am open to conversing with you when you are engaged in classwork. The following is an overview of how you can connect with me and how I will connect with you throughout our time together.

Email

You may reach me at swg3@nyu.edu, and email is my primary method of communication. If you desire a timely response, please message me Monday through Friday between 11:00 am to 11:00 pm, and I will make every effort to respond to you within the day. Anyone sending messages outside that time frame should expect between 12 to 48 hours before I respond.

Live Meetings

Please refer to the first page of this syllabus for my office hours. I am open to meeting with you in my Zoom meeting room after class hours. However, these meetings are by appointment only. If you would like to schedule a meeting with me, email me at least one day before the date you want to meet.

Discussion Forum

I will be using NYU Brightspace to augment our classroom experience. You will find a discussion thread titled Class Questions and Information in the forums. I will check this thread throughout the week. You should post any questions or comments to this thread that are not of a timely manner and may benefit the class. You should also feel comfortable responding to your peers if you have appropriate information or knowledge of what is being asked. I will moderate any posting where information is either incorrect or inappropriate. If you are uncertain whether you should post a question, please contact me before doing so.

Announcements

I will also use the announcements feature in NYU Brightspace, so please be sure to turn on your NYU Brightspace notifications and check the announcements section weekly. I will use

announcements to send you weekly assignment reminders and to share feedback on the work occurring in the classroom.

Structure | Method | Modality
In this class, we will explore the necessary skills for developing and managing internal and external communications for technology-driven organizations. Course topics are divided into three main areas of strategic communication, *Organizational Development and Operations*, *Internal Communications and Messages*, and *Campaign Planning and Implementation*. Throughout the course, you are required to complete a series of assignments and activities to demonstrate your comprehension of the concepts introduced.

Forum Assignments
In addition to our weekly in-person sessions, you are expected to participate in the online course assignments. You must complete two forum assignments during the semester: *Communication Drafts* and *Applied Project*. *Communications Drafts* is an ongoing weekly forum assignment you will complete every week before our class meeting. *Applied Project* is an extended forum assignment in which you will reflect on your efforts to redesign a communication resource for a real-world partner. You will develop this project using generative AI, exploring its practical applications in strategic communications. This assignment will culminate with submitting your final recommendations and solutions to your stakeholders after spring break.

Communication Drafts
In our in-person class sessions, we will review and discuss different strategies and tools for internal and external communications. You are expected to use the concepts we're examining to design materials for a technology business you will develop, which you will present to the class throughout the semester. You are required to post weekly drafts (no more than 300 words) on the communications you're developing to demonstrate how you're applying class concepts to establish your business. You will use this forum to present your responses to the communications you're developing for the course project. The goal of this forum is for you to share your ideas with the class for discussion and feedback. You are expected to review what others are posting and adding your thoughts on each other's drafts. You will be graded on both what you post and how you respond to others.

Applied Project
In this forum, you will document your work on a project, where you'll apply the concepts learned in the course to a practical task. You will use this forum to share your thoughts and reflections on your experience and to submit your final project report and presentation. For your project, you will develop a solution for a communication need identified by an external partner, offering you the opportunity to apply classroom concepts to a real-world organizational challenge. You will use AI bots trained on project needs and design concepts to guide the development of your final project response. Throughout your work on this project, you must post your ideas for the project and your reflection on the development experience. You are also expected to review and provide feedback on your peers' contributions throughout the project.

Presentations
A crucial aspect of this course is to not only understand the concepts of strategic communications but to demonstrate an ability to put those strategies into practice. You need to communicate your ideas effectively and persuasively, and you need to pitch those ideas to industry professionals, convincing them of your vision and goals.

You are required to create three presentations for this course, each responding to one of the three areas discussed throughout the semester. Your first presentation is due **February 21,** and you are presenting a tech-based organization that you have designed and developed from scratch. Your second presentation is due **March 27,** and you are reporting on one of the four topics discussed for the course's *Internal Communication and Messaging* section. The topics to be covered are *Culture and Identity*, *Organizational Ethics*, and *Persuasive Messaging*. Your final presentation is due **May 1**, and you will be presenting a campaign planning book for the tech-based organization you developed.

All presentations are assessed for professionalism, engagement, and structure. The goal of each presentation is to persuade your audience that your ideas are sound and viable.

Written Assignments
Along with your presentations, you are also required to submit a document to support the information you are presenting.

So, for your first presentation (**due 02/21**), you must assemble the different written materials assigned throughout the sessions into a single document. These materials may include a mission statement, organizational goals, branding resources, SWOT, etc. With this assignment, you may decide what you create to describe the tech-based organization you're developing. You may also determine how you submit these materials, whether it's as a series of papers, a pitch book, or a presentation deck.

For your second presentation (**due 03/27**), you must submit a report or proposal for one of three option areas, a persuasive social responsibility campaign, an institutional code of ethics, or an internal message template and channel catalog. If you choose to present a report, you will gather data and present your findings to make a case for the communications you are developing or undertaking. If you select a proposal, you will present the communications you want to develop and persuade others as to why it is necessary. You may submit these materials as you see fit. However, it is recommended that you refer to the readings on business reporting and proposals for guidance.

For your third and final presentation (**due 05/01**), you must develop a communication campaign for the organization you have established in partnership with another organization. This collaboration should focus on a product, service, or social initiative that aligns with both entities' missions, values, and objectives. In your campaign document, you should outline your target audience, messaging channels, and a communication plan, highlighting how your partnership is an essential aspect of this initiative. You should work together to define and

align the target audiences for the campaign, demonstrating that your partnership goals correspond seamlessly with the objectives of your organization. You should also integrate the various deliverables we've examined in class, including personas, channel catalogs, and other communication strategy tools, to demonstrate a thorough understanding of the concepts you've learned. You may submit these materials in any format you see fit, keeping in mind the collaborative nature of this campaign.

Written documents must be succinct, and you need to present your ideas clearly and concisely. They should augment your presentations, providing added context for your ideas and approaches to the concepts taught in the course.

Expectations
This course takes a contemporary approach to teaching and learning for the graduate classroom. We will have weekly in-person sessions to actively engage with one another on the concepts taught. Students are encouraged to be inquisitive and share project ideas for feedback and reflection. We will use the affordances of the in-person classroom to facilitate small group conversations, activities, and presentations to strengthen the skills necessary for effective communication.

We will augment our in-person sessions through NYU's online course environment, Brightspace. You are expected to use this space to share your thoughts, and present projects related to the subjects taught. We will use the online environment to manage communications between you and me. You should expect to spend as much time in the online environment as you do in the classroom.

Other considerations for course expectations are as follows:

Learning Environment
You should consider yourself a member of a learning community where you are not only meeting the expectations of the course, but you are also helping to guide course learning. As a student, you are essential in creating and sustaining an intellectually rigorous and inclusive classroom culture. Respectful engagement, diverse thinking, and your lived experiences are central to this course and enrich our learning community.

Participation
You are expected to contribute to and participate in course discussions, presentations, and projects. Be prepared to actively contribute to class activities, group discussions, and work outside class. If you cannot participate in a timely manner, you must contact me as soon as possible and let me know your situation. You are expected to make up any work that you miss on your own.

Assignments and Deadlines
The class assignments ask you to use the skills obtained throughout the course to implement various projects and presentations concerning strategic communications. You are required to become efficient with the requisite frameworks and skills needed to complete these assignments. Like the expectations for participation, you are also expected

to submit assignments by the due date. You are to submit assignments through Brightspace, and I have set up dedicated forums and assignments for you to submit required posts and projects. Again, if you cannot submit assignments in a timely manner, you must contact me as soon as possible and let me know your situation. You are expected to make up any work that you miss on your own.

Course Technology Use
In this course, you are expected to use various technologies to complete course assignments. Course technologies include, but are not limited to, document and presentation formatting software, text and image generators, social media tools, and generative AI. If you are uncomfortable with any technologies needed for the course, you are responsible for getting the help you need. You should contact me for directions or look to YouTube and other resources for tutorials on the tools you're selecting. The same goes for your use of the online course environment, Brightspace. You should become familiar with the class learning management system if you have not done so already. Again, you may reach out to me for direction, or you should review the Brightspace tutorial resources provided by NYU ITS.

Feedback and Viewing Grades
Assignments submitted on time will receive feedback before the next assignment is due. Any assignments submitted late, if you've provided me with a reason why the assignment can't be turned in by the established deadline, will be graded after I've finished reviewing those assignments handed in by the deadline. I do not dock points for lateness if you have notified me in advance and have provided a reasonable rationale. If you are working on an assignment and would like me to review a draft of what you're working on, I am willing to do that, but you notify me of this request in advance.

Attendance
This is an in-person class that meets weekly. You are expected to attend all weekly on campus classes. If you are unable to attend, you must notify me immediately of your absence. Your consistent presence in the in-person classes is expected, and I will take attendance. Being absent from class sessions will have a negative impact on your final grade. Along with the in-person class sessions, you are also expected to engage in the course environment, posting and replying to forums, submitting assignments, and monitoring class announcements. Failure to engage in the course online environment will also have an adverse impact on your final grade.

Please refer to the SPS Policies and Procedures page for additional information on course expectations and policies.

Textbooks and Course Materials
There's no definitive text for this course. Instead, most of readings for this course are chapters selected from different texts found online through NYU Bobst. (I also assign a small number of articles that you can find online.) To access the readings assigned each week you will need to log onto NYU Bobst. Links to the books can be found in the Course Outline section of the syllabus. The outline also provides information on the chapters you will need to read for the week.

There is one assigned text that you can consider as the core text for this course, as we will read most of this book.

Title: Strategic Communication for Organizations
Authors: Sara LaBelle and Jennifer H. Waldeck
Year Published: 2020, 1st Edition
ISBN-10 / ISBN-13: 0520298527 / 978-0520298521

You may purchase this book if you would like. However, you are not required to do so. The other texts (books and articles) we will use for this course are as follows.

- *Brand Storytelling: Integrated Marketing Communications for the Digital Media Landscape* by Keith A. Quesenberry and Michael K Coolsen (2023)
- *Brand Vision: The Clear Line of Sight Aligning Business Strategy and Marketing Tactics* by Jim Everhart (2022)
- *Current Trends and Issues in Internal Communication: Theory and Practice* by Linjuan Rita Men and Ana Tkalac Verčič (2021)
- *Generative AI Can Help You Tailor Messaging to Specific Audiences* by Christopher Graves (2023)
- *Influential internal communication: Streamline Your Corporate Communication to Drive Efficiency and Engagement* by Jenni Field (2021)
- *Internal Communications: A Manual for Practitioners* by Liam FitzPatrick and Klavs Valskov (2014)
- *Powerful Presentations: Selling Your Story on Stage or in the Boardroom* by Stephen Haunts (2022)
- *Principles of Strategic Communication* by Derina Rhoda Holtzhausen, Jami A. Fullerton, Bobbi Kay Lewis, and Danny Shipka (2021)
- *Research Handbook on Strategic Communication* by Jesper Falkheimer and Mats Heide (2022)
- *Strategic Communication: An Introduction* by Jesper Falkheimer and Mats Heide (2018)
- *Strategic Corporate Communication in the Digital Age* by Mark Anthony Camilleri (2021)
- *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More* by Charles Marsh, David Guth author. Bonnie Poovey Short (2018)

Grading | Assessment
Your grades for this course are based on your engagement in multiple activities and assignments, including in-class discussions, forum postings, presentations, and written assignments. As an objective of this course is to define and demonstrate basic skills essential to effective communication delivery and planning, any writing will be assessed for grammar, punctuation, and spelling, and presentations will be assessed on clarity, tone, and professionalism.

You are expected to submit assignments on time so I can provide timely feedback. Please report incomplete and late submissions as soon as you can. Those who do not give proper

notification will be graded accordingly. Points will be taken off for incomplete or late assignments unless you have spoken to me about the situation beforehand.

To receive a final grade for this course, you must participate regularly and satisfactorily complete all assignments. Once recorded, grades cannot be changed unless some omission or error occurred in the grading process, or a grade appeal is honored.

Incomplete grades may be awarded only through prior written agreement between you and myself before the end of the course. The awarding of an incomplete grade is at my discretion and subject to departmental approval. Please be aware that I am under no obligation to grant an incomplete grade. If an incomplete grade is awarded, I have the right to determine the deadline and submission criteria for outstanding coursework.

Grades are awarded in four distinct areas: participation, forms, presentations, and written assignments, using the following scale.

Description	Percentage
Participation	10%
Forum Assignments (total of 14)	30%
Presentations (total of 3)	30%
Written Assignments (total of 3)	30%
_____	_____
Total	100%

You must consider the following expectations to achieve the best possible grade for each area,

For participation, you must be engaged during our in-person sessions and in the online environment. You should be able to demonstrate the skills and knowledge being taught in the class in your responses to class discussions, forums, and various course projects, to do this, you must attend classes, review course readings, and willingly interact with your peers. Learning in the course can only happen if you are involved in the activity of the course, by raising questions, sharing thoughts, and leading discussion. Your participation grade will be assessed on your ability to do this.

The goal of your forum assignments is to create interesting and exciting interchanges around the concepts being taught during the course. This is not a space for lengthy academic paragraphs pontificating on some theory you've developed. You should write conversationally and make arguments or clarifying statements as necessary. And whatever you write you should always work to continue the dialogue. The discussion objectives are outlined for each week in the Activities/Assignment area of the session lesson. You are expected to reply to all discussions in a thoughtful and informed manner.

Successful presentations and written assignments must be submitted using the standard expectations. For example, written assignments must be delivered as digital documents to the appropriate assignments folder and on time. These documents need to use standard formatting and be free from grammatical errors. The same goes for the slide decks used for

presentations. Presentations are also assessed on how well you're able to present your ideas clearly and professionally. Finally, we will be examining the use of AI generators for communications in this course, and you will a part of deciding how those tools are used in the course. However, any use of AI generated content, must be clearly identified as such.

See the "Grades" section of Academic Policies for the complete grading policy, including the letter grade conversion, and the criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course.

Course Outline
Start/End Dates: 01/24/2024 - 05/01/2024
Time: 12:00 pm - 2:35 pm
No Class Date(s): Wednesday, 03/20/24, Spring Break
Special Notes: The course outline includes information on weekly course topics and readings and due dates for assignments and presentations.

Session 1, 01/24/24

Course topic: What is Strategic Communication?
Readings
- *Strategic Communication: An Introduction*, Chapters 1, 2, 3
- *Strategic Communication for Organizations*, Chapter 1

Assignments due: There are no assignments due for class this week.

Session 2, 01/31/24

Course topic: Practices for Internal Organizational Communications
Readings
- *Strategic Communication for Organizations*, Chapter 2
- *Powerful Presentations: Selling Your Story on Stage or in the Boardroom*, Chapter 1
- *Research Handbook on Strategic Communication*, Chapter 15
- *Generative AI Can Help You Tailor Messaging to Specific Audiences* [Online Article]
- *The Generative AI Starter Guide for Communicators and Content Creators* [Online Article]

Assignments due
Week 2 Forums
- For your *Communication Drafts* forum, please outline the type of business you are developing. You are also expected to review and comment on what others share.

Session 3, 02/07/24

Course topic: Foundations for Strategic Communications
Readings
- *Strategic Communication for Organizations*, Chapter 3
- *Principles of Strategic Communication*, Chapters 3, 12

- *Powerful Presentations: Selling Your Story on Stage or in the Boardroom*, Chapters 2, 3

Assignments due
Week 3 Forums
- For your *Applied Project* forum, you will assess several internal communications documents developed by the Management and Technology program. As a student in the program, your goal is to review the resources and identify and articulate the strengths and weaknesses of the resource design, layout, and content, posting your analysis to the forum. This analysis will form the foundation of a final recommendation for redesigning these resources. You are also expected to review and comment on what others are sharing.
- For your *Communication Drafts* forum, please share your early thinking on your business mission and branding. You are also expected to review and comment on what others share.

Session 4, 02/14/24

Course topic: Strategic Communications Planning
Readings
- *Strategic Communication for Organizations*, Chapter 5
- *Principles of Strategic Communication*, Chapter 7
- *Powerful Presentations: Selling Your Story on Stage or in the Boardroom*, Chapters 4, 5

Assignments due
Week 4 Forums
- For your *Applied Project* forum, you will engage a Subject Knowledge Bot (SKB), an AI tool trained explicitly in communications design and layout. You will present the resources you were provided to the SKB and ask it to provide recommendations for redesigning its layout and content. You should use an iterative process when using the bot, actively discussing, questioning, and refining the ideas the SKB suggests. After interacting with the SKB, you will post your updated redesign recommendations to the forum. Your critical thinking and creativity should be transparent in the recommendations you present. You are also expected to share your thoughts on using AI to support communications development and review and comment on what others share.
- For your *Communication Drafts* forum, please share your early thinking on your goals and competitive analysis. Review and comment on what others share.

Session 5, 02/21/24

Presentations (Round One)

Prepare a deck to pitch your tech-based organization to the class. In your presentations you should include, but are not limited to, your organizational mission, goals, branding, and competitive analysis.

In tandem with your presentation, you are required to assemble and submit the different written materials assigned throughout the sessions into a single document. These materials may include a mission statement, organizational goals, branding resources, SWOT, etc. With this assignment, you may decide which materials you select to describe your tech-based organization. You may also determine how you submit these materials, whether it's as a series of papers, a pitch book, or a presentation deck.

There are no forum assignments for this week.

Session 6, 02/28/24

Presentations (Round Two)

Prepare a deck to pitch your tech-based organization to the class. In your presentations you should include, but are not limited to, your organizational mission, goals, branding, and competitive analysis.

In tandem with your presentation, you are required to assemble and submit the different written materials assigned throughout the sessions into a single document. These materials may include a mission statement, organizational goals, branding resources, SWOT, etc. With this assignment, you may decide which materials you select to describe your tech-based organization. You may also determine how you submit these materials, whether it's as a series of papers, a pitch book, or a presentation deck.

There are no forum assignments for this week.

Session 7, 03/06/24

Course topic: Concepts in Strategic Communications: Culture and Identity
Readings
- *Strategic Communication: An Introduction*, Chapter 5
- *Influential Internal Communication: Streamline Your Corporate Communication to Drive Efficiency and Engagement*, Chapter 1
- *Internal Communications: A Manual for Practitioners*, Chapter 6
- *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More*, Chapter 5, Section 5J

Assignments due
Week 7 Forums
- For your *Applied Project* forum, you will engage with a Project Knowledge Bot (PKB), an AI tool trained on stakeholder knowledge, to provide feedback on project ideas and solutions. For this assignment, you will present the resources you were

provided and your recommendations for redesigning layout, and content, using the bot's feedback to refine your final recommendations for the real-world stakeholders. You should use an iterative process when engaging with the bot, actively discussing, questioning, and refining the ideas the PKB suggests. After interacting with the PKB, you will post your draft redesign recommendations to the forum. Your critical thinking and creativity should be transparent in the recommendations you present. You are also expected to share your thoughts on using AI to support communications development and review and comment on what others share.

- For your *Communication Drafts* forum, please share your early thinking communication type, strategy, and channels you'll use to support communication for your business. Review and comment on what others share.

Session 8, 03/13/24

Course topic: Concepts in Strategic Communications: Ethics
Readings
- *Strategic Communication for Organizations*, Chapter 4
- *Research Handbook on Strategic Communication*, Chapter 24
- *Principles of Strategic Communication*, Chapter 5
- *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More*, Chapter 1, Section 1I

Assignments due
Week 8 Forums
- For your *Applied Project* forum, create and submit a two-page recommendation incorporating the feedback you have received from the SKB and PKB AI bots. In your recommendation, you should provide written and visual examples of redesign suggestions, clearly demonstrating how you have used the information from the bots, class instruction, and real-world stakeholders to guide your recommendations. You should also articulate how concepts taught in the course have informed your final draft. Please submit your draft to the forum for review and feedback from your professor and peers. You are also expected to review and comment on what others share.
- For your *Communication Drafts* forum, please post your early thinking on designing and implementing a code of ethics for your organization. Review and comment on what others share.

Note: There is no class scheduled for the week of **03/20/24** due to Spring Break. Enjoy your time off.

Session 9, 03/27/24

Course topic: Concepts in Strategic Communications: Persuasive Messaging
Readings
- *Research Handbook on Strategic Communication*, Chapter 4
- *Strategic Communication for Organizations*, Chapter 7

- *[Strategic Writing: Multimedia Writing for Public Relations, Advertising and More](link)*, Chapter 1, Section 1K

Assignments due
Week 9 Forums
- For the *Applied Project* forum, post a slide deck presenting your ideas for the Management and Technology department's review. Your pitch must include your redesign recommendations and convincingly demonstrate how they will enhance resource quality and increase audience engagement. Be prepared to explain how your recommendations are informed by the communication strategies introduced in the course and stakeholder feedback. You are also expected to review and comment on what others share. This is your final *Applied Project* forum assignment.
- For your *Communication Drafts* forum, please post your early thinking on CSR initiatives and how your organization would engage stakeholders in such efforts. Review and comment on what others share.

Session 10, 04/03/24

Presentations

Prepare a deck presenting one of the three topics introduced as a concept in strategic communications: *Culture and Identity*, *Organizational Ethics*, and *Persuasive Messaging*. In your presentations, you should be able to share findings supporting your approach to the topic you've selected and how you would introduce and implement that approach in your tech-based organization.

In tandem with your presentation, you are required to submit a report or proposal for one of the three option areas: such as a crisis response, a persuasive social responsibility campaign, an institutional code of ethics, or an internal message template and channel catalog. If you choose to present a report, you will gather data and present your findings to make a case for the communications you are developing or undertaking. If you select a proposal, you will present the communications you want to develop and persuade others as to why it is necessary. You may submit these materials as you see fit. However, it is recommended that you refer to the readings on business reporting and proposals for guidance.

There are no forum assignments for this week.

Session 11, 04/10/24

Course topic: External Strategic Communications: Targeting and Understanding Audiences
Readings
- *[Strategic Communication for Organizations](link)*, Chapters 6, 9
- *[Brand Storytelling: Integrated Marketing Communications for the Digital Media Landscape](link)*, Chapter 5

- *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More*, Chapter 1, Section 1J

Assignments due
Week 11 Forums
- For your *Communication Drafts* forum, please share your early thoughts on drafting a creative brief to engage your target audiences and how your messaging will take diverse audiences into consideration. Review and comment on what others share.

Session 12, 04/17/24

Course topic: External Strategic Communications: Selecting Channels
Readings
- *Strategic Communication for Organizations*, Chapter 8
- *Principles of Strategic Communication*, Chapters 10, 11
- *Strategic Corporate Communication in the Digital Age*, Chapter 14

Assignments due
Week 12 Forums
- For your *Communication Drafts* forum, please share your early thoughts on the channels that you think are most appropriate for message delivery for your audiences and what messaging standards would you adopt for your organization.

Session 13, 04/24/24

Course topic: External Strategic Communications: Implementing and Evaluating Campaigns
Readings
- *Strategic Communication for Organizations*, Chapters 10, 11
- *Principles of Strategic Communication*, Chapter 13
- *Brand Vision: The Clear Line of Sight Aligning Business Strategy and Marketing Tactics*, Chapter 8

Assignments due
Week 13 Forums
- For your *Communication Drafts* forum, please post your early thoughts on drafting an outline of a communication campaign for your organization for a specific service, action, program, or project. Review and comment on what others share.

Session 14, 05/01/24

Presentations

Prepare a deck presenting a synopsis of your organization's target audiences and communication channels and a communications campaign to announce the launch of your

tech-based business. You should deliver this information as though you are presenting to the stakeholders of your organization.

In tandem with your presentation, you are required to develop a communication campaign for the organization you have established in partnership with another organization. This collaboration should focus on a product, service, or social initiative that aligns with both entities' missions, values, and objectives. In your campaign document, you should outline your target audience, messaging channels, and a communication plan, highlighting the partnership as an essential aspect of this initiative. You should work together to define and align the target audiences for the campaign, demonstrating that your partnership goals correspond seamlessly with the objectives of your organization. You should also integrate the various deliverables we've examined in class, including personas, channel catalogs, and other communication strategy tools, to demonstrate a thorough understanding of the concepts you've learned. You may submit these materials in any format you see fit, keeping in mind the collaborative nature of this campaign.

There are no forum assignments for this week.

NOTES:

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the SPS IDBEA Committee*).

New York University School of Professional Studies Policies

1. <u>Policies</u> - You are responsible for reading, understanding, and complying with University Policies and Guidelines, NYU SPS Policies and Procedures, and Student Affairs and Reporting.

2. <u>Learning/Academic Accommodations</u> - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the Moses Center for Student Accessibility. If you are interested in applying for academic accommodations, contact the Moses Center as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the Moses Center Portal as soon as possible (mosescsa@nyu.edu | 212-998-4980).

3. <u>Health and Wellness</u> - To access the University's extensive health and mental health resources, contact the NYU Wellness Exchange. You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.

4. <u>Student Support Resources</u> - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the NYU SPS Office of Student Affairs site.

5. <u>Religious Observance</u> - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the University Calendar Policy on Religious Holidays for the complete policy.

6. <u>Academic Integrity and Plagiarism</u> - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; and thus recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers— is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

Turnitin, an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the Academic Policies for NYU SPS Students page.

7. <u>Use of Third-Party Tools</u> - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the "Terms of Use" (TOU) associated with such apps/platforms/software.

These services may require you to create an account but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.