



Graduate Course Syllabus

COM 555: Reputation Management: Building a Brand

Center: Online

Course Prerequisites

COM 620

Course Description

The ease of self-publishing using blogs, the dedication of entire mainstream news segments to the "conversation" on Twitter, the use of RSS feeds to immediately deliver customized messages, and other personalizations of communication all hail the dawn of a new era that is at once global and highly individualistic. For a public relations professional, social media technologies present unique challenges and opportunities to develop and protect one's brand. In this course, students will engage in thorough investigation and practical applications of the specific technologies, outlets, platforms, networks, and mediums that will populate their professional tool kit. Students will gain proficiency in particular relevant tools as well as add to their general fluency in the language of technology.

Course Outcomes

- Demonstrate the reputation management process through development concepts, positioning, and key strategies
- Apply the foundational concepts and tactical tools associated with developing integrated communication and branding strategies through technology, global communications, and social media
- Defend the role of ethical and open communications in support of reputation management
- Formulate and strengthen reputation management through relationship-building and issues management
- Incorporate diverse marketing concepts into successfully building and leveraging various brands
- Develop ongoing branding skills that incorporate integrated marketing, public relations planning, reputation management, and success measurements

Required Materials

Reputation Management: The Key to Successful Public Relations and Corporate Communications

John Doorley and Helio Fred Garcia

Routledge

Second Edition

2010

9780415801850

Kellogg on Branding: The Marketing Faculty of the Kellogg School of Management

Alice Tybout and Tim Calkins (eds.)

John Wiley & Sons

2005

9780471690160

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)

Dave Kerpen

McGraw-Hill

2011

9780071762342

Instructor Availability and Response Time

Your class interaction with your instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be active in Blackboard at least five days a week, and you will normally communicate with your instructor in the open Blackboard discussion forum so that your questions and the instructor's answers benefit the entire class. You should send emails directly to your instructor only when you need to discuss something of a personal or sensitive nature, and in those cases your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	11	20	220
Journals	7	20	140
Analytical Papers	2	75	150
Short Papers	2	45	90
Final Project			
Milestone One	1	45	45
Milestone Two	1	45	45
Milestone Three	1	45	45
Milestone Four	1	45	45
Milestone Five	1	45	45
Milestone Six	1	175	175
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

<i>Total Points. 1000</i>				
Grade	Numerical Equivalent	Points	Points Equivalent	
			<i>Lower</i>	<i>Upper</i>
A	93-100	4.00	930	1000
A-	90-92	3.67	900	929
B+	87-89	3.33	870	899
B	83-86	3.00	830	869
B-	80-82	2.67	800	829
C+	77-79	2.33	770	799
C	73-76	2.00	730	769
F	0-72	0.00	0	729
I	Incomplete			
IF	Incomplete/Failure			
W	Withdrawn			

*Incomplete and Incomplete/Failure: Any student requesting an "I" grade must complete a Student Petition and Contract for a Grade of Incomplete and submit it to the proper offices prior to the final day of the term/semester. The petition will specify a deadline by which the coursework must be completed. The incomplete automatically becomes an "IF" if work has not been completed and a grade has not been submitted by the specific deadline.

Grading Guides

Specific activity directions and grading guides can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. All assignments are due by 11:59 p.m. EST on the last day of the module week.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	Icebreaker Activity (Required) Brand Development: Developmental Concepts, Positioning, and Key Strategies <i>Kellogg on Branding</i> : Chapters 1–3 1-1 Discussion: Brand Collaboration 1-2 Final Project Review 1-3 Journal: A Foundation for Building a Brand 1-4 Short Paper: Brand Identity: Incorporating Mission, Vision, and Values
2	What Is Reputation Management? <i>Reputation Management</i> : Chapter 1 <i>Kellogg on Branding</i> : Chapter 16 2-1 Discussion: Reputation Management 2-2 Final Project Milestone One: Brand Selection Outline
3	Brand Alignment Through Ethical Principles: Corporate Responsibility and Open Communications <i>Reputation Management</i> : Chapters 2 and 13 3-1 Discussion: Ethics, Communication, and Corporate Responsibility 3-2 Journal: Corporate Responsibility 3-3 Analytical Paper #1: The Role of Ethics in Brand Identity
4	Customer Relationship Management, Part 1 <i>Likeable Social Media</i> : Chapters 1–7 <i>Reputation Management</i> : Chapter 4 4-1 Discussion: Never Stop Listening 4-2 Journal: Social Media Challenges 4-3 Short Paper: Think and Act Like Your Customers Through Social Media Engagement
5	Customer Relationship Management, Part 2 <i>Likeable Social Media</i> : Chapters 10–17 <i>Kellogg on Branding</i> : Chapter 8 5-1 Discussion: Social Media Currency 5-2 Journal: Tribes 5-3 Final Project Milestone Two: Social Media Strategies Outline
6	Strengthening the Brand: Integrated Marketing, Brand Identity, and Value Assessment <i>Reputation Management</i> : Chapter 10 <i>Kellogg on Branding</i> : Chapters 7 and 13 6-1 Discussion: Integrated Marketing 6-2 Journal: Brand Assessment 6-3 Final Project Milestone Three: Integrated Marketing Plan

7	Competitive Brand Strategies, Extensions, Portfolios, and Frame of Reference <i>Kellogg on Branding</i> : Chapters 4–6, 9–11, and 15 7-1 Discussion: Brand Strategy 7-2 Journal: Frame of Reference in Brand Positioning 7-3 Analytical Paper #2: Brand Strategies in a Competitive Market
8	Rapid Response Under Fire: Issues Management, Rumor Control, and Crisis Communication <i>Reputation Management</i> : Chapters 11 and 12 8-1 Discussion: Response Under Fire 8-2 Final Project Milestone Four: Issues Management and Crisis Communication Plan
9	Internal Communication and Culture: Strengthening a Brand-Driven Organization From the Inside Out <i>Reputation Management</i> : Chapters 5 and 15 <i>Kellogg on Branding</i> : Chapter 12 and Chapters 18–20 9-1 Discussion: Internal Branding and Communications 9-2 Final Project Milestone Five: Internal Communication and Brand Culture Plan
10	The Value of Relationships and Networking: Media, Community, Government, and Investor Relations <i>Reputation Management</i> : Chapter 3 and Chapters 6–8 10-1 Discussion: Media Relations 10-2 Final Project Milestone Six: Final Product – Presentation to Client: Brand Identity and Reputation Management Campaign
11	Building a Global Brand: Corporate Communications and Megabrands <i>Reputation Management</i> : Chapter 9 <i>Kellogg on Branding</i> : Chapters 14 and 17 11-1 Discussion: Learning Objective Review 11-2 Journal: Global Communications

Attendance Policy

Failure to participate during the first week of the course (12:00 a.m. Monday through 11:59 p.m. Sunday) will result in automatic withdrawal. Participation is defined as posting within a discussion board, wiki, or blog, and/or submitting an assignment. Students who do not participate during the first week forfeit their rights to be reinstated into the course.

Extended absences, defined as failure to post into the Blackboard classroom for more than five days, must be coordinated with the instructor. Students who fail to coordinate any such absence with the instructor, or who fail to withdraw from the course in accordance with the COCE official drop and withdrawal policy, will be graded appropriately.

All assignments must be submitted through the appropriate Blackboard tool by 11:59 PM Eastern Standard Time on the specified due date. Refer to the Assignment Guidelines and Rubrics folder for specific details on completing the assignments in this course.

SNHU College of Online and Continuing Education Withdrawal Policy

https://my.snhu.edu/_layouts/FormServer.aspx?XsnLocation=https://my.snhu.edu/FormServerTemplates/COCE.Withdrawal.revised.form.xsn&SaveLocation=https%3A%2F%2Fmy%2Esnhu%2Eedu%2FOffices%2FCOCE%2FAdvising%2FCourse%20Withdrawal%20Library&OpenIn=browser

SNHU College of Online and Continuing Education Guide to Student Success

<https://my.snhu.edu/Resources/StudentHandbooks/Pages/default.aspx>

Blackboard Course Tools/Areas Overview

Your course will be delivered through Blackboard. Below are the most often used Blackboard tools and areas.

Tool/Area	Description	You Should...
Announcements	This area is used to post day-to-day course details such as the status of or directions for assignments.	Check the announcements on a regular basis, at least several times each week.
Course Information	The course syllabus, assignment guidelines and rubrics, technical support, Student Handbook, and advising information can be found here.	Check this area at the start of the class. It is recommended that the syllabus be downloaded for future reference.
Learning Modules	This area contains course content, including lectures, readings, resources, and assignments.	Check this area at the start of each module and throughout the module week to review course materials.
Discussion Board	This is one of the areas for discussion and collaboration in the class.	Participate and contribute on a regular basis if your course includes discussions.
Research/Writing	SNHU library and research information can be found here.	Check this area for links and information on different library-related resources.
My Instructor	Instructor information is located in this area.	Check this area to find out about your instructor's background and contact information.
My Grades	Assignment grades are located in this area.	Check this area to find out your grades for your course assignments.

Southern New Hampshire University Policies

More information about SNHU policies can be found at

<https://my.snhu.edu/Academics/Pages/SyllabiStatements.aspx>.

Continuing Education Center Instructor Availability: All undergraduate Continuing Education instructors at all

center locations (Manchester, Nashua, Salem, Portsmouth, and Brunswick, Maine) will be available to students for a minimum of four additional hours of face-to-face meeting time per term. This time is in addition to the required 20 hours of face-to-face time in hybrid classes and the required 40 hours of face-to-face time in lecture classes. How the additional meeting time is utilized is at the discretion of the instructor and may vary by course.

Academic Honesty Policy: Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Students involved in such activities are subject to serious disciplinary action. Plagiarism is defined as the use, whether by paraphrase or direct quotation, of the published or unpublished work of another without full and clear acknowledgment. Cheating includes the giving or receiving of unauthorized assistance on quizzes, examinations, or written assignments from any source not approved by the instructor. Understand that in taking this course, your assignments may be submitted to Turnitin.com or other plagiarism-detection services and reviewed for textual similarity suggestive of plagiarism. All submitted papers are subsequently included as source material in the Turnitin.com database for the purpose of detecting plagiarism in other submitted work. Please review the Turnitin.com Usage Policy should you have any questions. For more about academic dishonesty, please refer to the undergraduate or graduate catalogs.

ADA/504 Compliance Statement: Southern New Hampshire University is committed to and concerned with meeting the needs of students challenged by physical, sensory, psychiatric and/or learning disabilities with regard to the Americans with Disabilities Act (ADA), as amended, and Section 504 of the 1973 Rehabilitation Act. At the beginning of each term, or as soon as you become aware of a disability, we encourage you to contact the Office of Disability Services to discuss accommodations for which you may be qualified.

For questions concerning support services, documentation guidelines, or general disability issues:

Office of Disability Services, Exeter Hall, Suite 59
Hyla Jaffe, Director
603.626.9100 ext. 2386
h.jaffe@snhu.edu

For questions concerning disability-related compliance matters, grievance, or legal issues:

Ms. Jet Goldberg, ADA/504 Compliance Officer
Director of Wellness Center
603-645-9679
j.goldberg@snhu.edu

Technical Support: Support for Blackboard or other technology issues via phone, chat, and online form submission is available from the SNHU Technology Help Desk at <http://www.snhu.edu/techsupport> including 1.855.877.9919. Technical support is available 24/7.

Academic Assistance: Online students enrolled in undergraduate courses in the areas of math, writing, accounting, and statistics will have access to Smarthinking online tutoring:
<https://my.snhu.edu/offices/COCE/Tutoring/Pages/default.aspx>.

Library Resources Statement: In addition to the intellectual resources available onsite and online, <https://my.snhu.edu/Academics/Library/Pages/default.aspx>, Shapiro Library makes available group and one-on-one instruction in information literacy, enabling students to define and articulate what knowledge-based resources are relevant to their research interests. Library staff are available to assist students in effectively and

efficiently accessing information from credible sources, to compare new knowledge with prior beliefs, and to consider the related ethical, legal, and socioeconomic issues that are inherent in scholarly investigation.

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