



Graduate Course Syllabus

COM 655: Reputation Management: Building a Brand

Center: Online

Course Prerequisites

COM 500 or COM 510

Course Description

The public relations field distinguishes itself through its emphasis on capturing hearts and minds. Above and beyond the marketing goal of persuading target consumers to the desired economic end, it is the task of the public relations professional to persuade individuals and groups to accept a certain belief or opinion. In this way, the topics of messaging and branding take on new meaning within the context of public relations. In this course, students will make that transition in to the world of public relations by re-examining and building upon core principles to build a foundation for the public relations concentration.

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

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

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

John Doorley and Helio Fred Garcia

Routledge N.Y.

4th Edition

2021

ISBN: 978-0-815-37697-2

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

Alice Tybout and Tim Calkins (eds.)

John Wiley & Sons, Inc.

2005

ISBN: 978-0-471-69016-0

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

Dave Kerpen with Michelle Greenbaum and Robert Berk

McGraw-Hill Publishing Company

3rd Edition

2019

SKU #: 5672429

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU’s curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor’s answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment’s due date, or within seven days of a late submission.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	10	20	200
Journals	6	20	120
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	65	65
Milestone Five	1	65	65
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

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and

discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

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

Module	Topics and Assignments
1	<p>Brand Development: Developmental Concepts, Positioning, and Key Strategies</p> <p><i>Kellogg on Branding</i>: Chapters 1–3</p> <p>1-1 Discussion: Brand Collaboration</p> <p>1-2 Final Project Review</p> <p>1-3 Journal: A Foundation for Building a Brand</p> <p>1-4 Short Paper: Brand Identity: Incorporating Mission, Vision, and Values</p>
2	<p>What Is Reputation Management?</p> <p><i>Reputation Management</i>: Chapter 1</p> <p><i>Kellogg on Branding</i>: Chapter 16</p> <p>2-1 Discussion: Reputation Management</p> <p>2-2 Final Project Milestone One: Brand Selection Outline</p>
3	<p>Brand Alignment Through Ethical Principles: Corporate Responsibility and Open Communications</p> <p><i>Reputation Management</i>: Chapters 2 and 13</p> <p>3-1 Discussion: Ethics, Communication, and Corporate Responsibility</p> <p>3-2 Journal: Corporate Responsibility</p> <p>3-3 Analytical Paper #1: The Role of Ethics in Brand Identity</p>
4	<p>Customer Relationship Management, Part 1</p> <p><i>Likeable Social Media</i>: Chapters 1–2, 4-8</p> <p><i>Reputation Management</i>: Chapter 4</p> <p>4-1 Discussion: Never Stop Listening</p> <p>4-2 Journal: Social Media Challenges</p> <p>4-3 Short Paper: Think and Act Like Your Customers Through Social Media Engagement</p>
5	<p>Customer Relationship Management, Part 2</p> <p><i>Likeable Social Media</i>: Chapters 3, 9-15</p> <p><i>Kellogg on Branding</i>: Chapter 8</p> <p>5-1 Discussion: Social Media Currency</p> <p>5-2 Journal: Tribes</p> <p>5-3 Final Project Milestone Two: Social Media Strategies Outline</p>
6	<p>Strengthening the Brand: Integrated Marketing, Brand Identity, and Value Assessment</p> <p><i>Reputation Management</i>: Chapter 9</p> <p><i>Kellogg on Branding</i>: Chapters 7 and 13</p> <p>6-1 Discussion: Integrated Marketing</p> <p>6-2 Journal: Brand Assessment</p> <p>6-3 Final Project Milestone Three: Integrated Marketing Plan</p>

Module	Topics and Assignments
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 10 and 11 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 14 <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

Course Participation

Course participation is required within the first week of the term for all online courses. *Participation* in this context is defined as completing one graded assignment during the first week of the course. Otherwise, students will be administratively removed for nonparticipation. Students who do not participate during the first week may forfeit their rights to be reinstated into the course. Students who stop attending a course after the first week and who do not officially withdraw will receive a grade calculated based on all submitted and missed graded assignments for the course. Missed assignments will earn a grade of zero. See the [course withdrawal policy](#) and the [full attendance policy](#) for further information.

Late Assignments

Students who need extra time may submit assignments (excluding discussion board postings) up to one week after the assignment due date. Discussion board submissions will not be accepted for credit after the deadline except in extenuating circumstances.

- A penalty of 10 percent of the total value of the assignment will be applied to the grade achieved on the late assignment regardless of the day of the week on which the work is submitted.
- Students who submit assignments more than one week late will receive a grade of zero on the assignment unless they have made prior arrangements with the instructor.

Students must submit all assignments no later than 11:59 p.m. (in their own time zone) on the last day of the term. No assignments are accepted after the last day of the term unless an incomplete has been submitted. See the [incomplete grades policy](#).

There may be times an instructor makes an exception to the late assignment policy. Instructors may accept late work, including discussion board posts, with or without prior arrangement.

- Exceptions to the late policy on these grounds are left to the instructor's discretion, including whether the late penalty is applied or waived. Students should not assume that they will be allowed to submit assignments after the due dates.
- If an instructor finds that they are unable to determine whether an exception to the late policy would be appropriate without documentation, the collection and review of student documentation should be handled through the Dispute Resolution team in order to protect the student's privacy. In these cases, students should file a [Student Concern Dispute form](#) to have the circumstances reviewed.

If a student is experiencing (or knows they will experience) a circumstance, including pregnancy, that is protected under the Americans with Disabilities Act or Title IX, they are encouraged to contact the [Online Accessibility Center \(OAC\)](#) as soon as possible to explore what academic accommodations might be offered. Instructors must honor all deadlines established through the OAC.

Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted the [ADA/504 Grievances Policy](#) (version 1.2 effective October 16, 2017), providing for prompt and equitable resolution of complaints regarding any action prohibited by Section 504 or the ADA.

For further information on accessibility support and services, visit the [Disability and Accessibility Services](#) webpage.

Academic Integrity 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. Review the [full academic integrity policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).