

SYLLABUS

TITLE:	Strategic Communication
CODE:	CES 110
PREREQUISITE:	N/A
CREDITS:	3 credits 45 contact hours 1 term

DESCRIPTION

This course studies the theories and principles of strategic communication in practical applications. Students will explore how communication has been transformed by digital technology, media fragmentation, changes in audience behavior, and ethical implications. Also, students will examine cases of strategic communication in novel and emerging scenarios in light of the diversity in digital media and social networks. They will analyze the role of the strategic communicator in the design and implementation of integrated and persuasive strategies to achieve organizational goals. Likewise, students will examine the challenges and opportunities of strategic communication in our global society.

JUSTIFICATION

Strategic communication is emerging as an internationally expanding discipline. The international interdisciplinary paradigm identifies strategic communication as a unique and innovative approach. The communicator of the 21st century must manage different forms of communication to achieve specific objectives inside and outside organizations with their audiences and society. This practice integrates various established disciplines such as public relations and advertising, among others, in a holistic scheme. This course is based on the awareness of the importance of strategic communication in the endeavors of all organizations and managing the various audiences through integrated communication strategies.

COMPETENCIES

The course develops the following competencies in students:

- **Critical questioning**
- **Communication**
- **Innovation and entrepreneurship**

OBJECTIVES

After completion of the course, students will be able to:

1. Evaluar las relaciones y diferencias entre las relaciones públicas, la publicidad y el mercadeo, entre otras disciplinas, en la gestión estratégica de la comunicación.
2. Reconocer el papel del comunicador estratégico en alcanzar las metas organizacionales.
3. Identificar nuevas formas de establecer interacción y comunicación directa con los públicos mediante acercamientos estratégicos novedosos y emergentes.
4. Entender la diferencia entre medios ganados, pagados, compartidos y propios en el contexto de la comunicación estratégica.
5. Aplicar elementos de las nuevas tendencias en comunicación estratégica en el desarrollo de acciones comunicacionales que combinen el mundo *online* con el *offline* en estrategias corporativas.
6. Reconocer las implicaciones éticas asociadas con las tendencias de la comunicación estratégica en diversos entornos.
7. Conocer la importancia de la comunicación estratégica en las organizaciones.

CONTENTS

- I. Principios básicos de la comunicación estratégica
 - A. Similitudes y diferencias entre Relaciones Públicas, Publicidad, Mercadeo y otras disciplinas de Comunicación
 - B. Interacción disciplinaria en la convergencia mediática y el modelo PESO
 - C. Ética, diversidad, reputación y responsabilidad social en la comunicación estratégica
 - D. Empleos e industrias para el comunicador estratégico
- II. Ambientes de la comunicación estratégica
 - A. Comunicación 360° interna y externa
 - B. Viralización corporativa
 - C. Comunicación estratégica global
 - D. Comunicación estratégica internacional e intercultural
- III. Comunicación experiencial y la relevancia de las historias
 - A. Redacción persuasiva enfocada en la audiencia
 - B. La relevancia de las experiencias en la comunicación estratégica
 - C. El poder y el valor de la marca

- IV. Aplicaciones de la comunicación estratégica en diversos escenarios
 - A. Integración del mundo *online* con el *offline* en estrategias corporativas
 - B. Comunicación estratégica integrada en el entorno y nuevas modalidades
 - 1. Del *Street marketing* a la grabación y el compartir por redes sociales
 - 2. *Advergaming, Tryvertising, Artvertising, Ambient Marketing, Engagement Marketing, Ambush Marketing* y *Advertainment*, entre otros
 - C. Casos de diversas aplicaciones de la comunicación estratégica
- V. Tendencias en la comunicación estratégica
 - A. La comunicación estratégica ante los retos del siglo XXI
 - B. El *Big Data* en la comunicación estratégica
 - C. La realidad aumentada en la gestión de la comunicación
 - D. Influyentes en medios sociales
 - E. La prevalencia de las *fake news*
 - F. Casos aplicables a las tendencias y proyecciones en la comunicación estratégica
- VI. Cómo demostrar efectividad de la comunicación estratégica
 - A. Principios de medición y evaluación de la comunicación
 - B. Importancia y uso de la medición para demostrar valor

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Project-based learning
- Collaborative learning
- Case method
- Problem-based learning
- Flipping classroom
- Discussion, forums, debates, colloquies, or panels

EVALUATION

Compositions	30%
Partial assignments	30%
Oral presentations	10%
Final project or exam	<u>30%</u>
Total	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

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For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and/or repetition of the assignment in the seminar, a grade of F (*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

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