COMS 2008Y(3) - Integrated Communication Strategies
This module will introduce students to strategic planning for business communication and will include assignments related to the development and implementation of a communication campaign. Press relations techniques will be further examined as a follow-up to the ‘Principles of PR’ module. The concept of corporate citizenship and sponsorship will be introduced. Corporate communication research and audits will also be studied.

Indicative list of topics

- Strategy: reviewing the concepts
- Research in communication – audits
- Communication possibilities: circuits, tools and styles
- Perspectives on public opinion
- Communication for profit and non-profit organisations
- Press relations: reaching out to the media
- Public relations: communicating with stakeholders / constituencies
- Sponsorship as a conduit of community relations
- Corporate citizenship and corporate social responsibility
- The articulation between internal and external communication
- Crisis management
- The evolving communication context (impact of new media, the advent of conversation...)

Assessment
Continuous Assessment: 50%
Examination: 50%

Please note that:

- Students will be penalised for late submission of work.
- Bonus marks may be earned for regular attendance and participation in class.
- University regulations require 80% attendance in class, failing which students will not be allowed to sit for exams.
References

- *Effective Public Relations*, Cutlip, Center & Broom, Pearson
- *The Handbook of Strategic Public Relations and Integrated Communications*, Clark Caywood, McGrawHill

Compulsory online resources

- Students are required to consult the Comstudies blog regularly at the following address: [http://comstudies.wordpress.com/](http://comstudies.wordpress.com/) and the webpage for this module at: [http://comstudies.wordpress.com/integrated-communication-strategies-aug-dec-2011/](http://comstudies.wordpress.com/integrated-communication-strategies-aug-dec-2011/)

- As far as possible, lecture notes will be made available prior to the lectures. Students are required to print copies of these and bring with them in class. Information about assignments will also be provided online. All students are required to adhere strictly to rules applicable to the relevant module as communicated.

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