



## COM 321 Plan for Communication

Summer 2023

**Course Credits:** 4

**Contact Hours:** 55 hours

**Instructor:** TBA

**Email:**TBA

### COURSE OBJECTIVES

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This course introduces students to the process of developing communication plans for organizations. Students will learn how to analyze communication needs, set goals and objectives, and develop strategies and tactics to achieve those goals. They will also learn how to measure the effectiveness of communication plans and make adjustments as necessary .

Upon Completion of this Course, students will be able to:

1. Know the principles and practices of communication planning
2. apply communication planning skills in a variety of contexts
3. develop their critical competencies for analyzing communication needs and measuring the effectiveness of communication plans
4. Learn about practical experience in developing communication plans

### PREREQUISITES

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N/A

### GRADING

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Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Quizzes	20 Points



Midterm 1	20 Points
Midterm 2	20 Points
Final Exam	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

### COURSE MATERIALS

**Required Texts:**

*Strategic Communications Planning for Effective Public Relations and Marketing*

by Laurie J. Wilson.

**Recommended (Optional) Texts or Other Materials:**

None

### COURSE TOPICS

MODULE	TASKS
Module 1	<b>Topics:</b> Topic 1: Understanding communication planning processes and techniques Topic 2: Analysis of communication needs Topic 3: Communication Goals and Objectives Topic 4: Developing communication goals and objectives <b>Assessments:</b> Quiz#1
Module 2	<b>Topics:</b> Topic 5: Identifying target audiences Topic 6: Analysis of effective communication goals and objectives in organizations Topic 7: Communication Strategies and Tactics Topic 8: Developing communication strategies and tactics <b>Assessments:</b> Quiz#2



Module 3	<b>Topics:</b> Topic 9: Creating messages for different target audiences Topic 10: Analysis of effective communication strategies and tactics in organizations Topic 11: Communication Channels and Tools Topic 12: Overview of communication channels and tools <b>Assessments:</b> Midterm#1
Module 4	<b>Topics:</b> Topic 13: Creating a communication plan with diverse channels and tools Topic 14: Communication Plan Implementation Topic 15: Implementation strategies Topic 16: Communication planning for crises and emergencies <b>Assessments:</b> Midterm#2
Module 5	<b>Topics:</b> Topic 17: Measurement and Evaluation Topic 18: Measuring communication plan effectiveness Topic 19: Evaluation and adjustment of communication plans Topic 20: Analysis of effective communication plan measurement and evaluation in organizations <b>Assessments:</b> Final Exam

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



## **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

## **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:



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Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.