

### COURSE INFORMATION

<b>Course title:</b>	Strategic Communications, Public Relations, and Crisis Management		
<b>Course code:</b>	BAMA 580B		
<b>Session, term, period:</b>	2020W1, Period 7	<b>Credits:</b>	1.5
<b>Section(s):</b>	001	<b>Class times:</b>	M/W 10:00 am-12:00 noon
<b>Course duration:</b>	Nov 2-Dec 2, 2020	<b>Pre-requisites:</b>	N/A
<b>Division:</b>	Marketing & Behavioural Science	<b>Co-requisites:</b>	N/A
<b>Program:</b>	MBA		

### INSTRUCTOR INFORMATION

<b>Instructor:</b>	Tamar Milne, MA Applied Communications		
<b>Phone:</b>	604-827-4951	<b>Office hours:</b>	Fridays, 11:15 am-12:00 pm, or by appt.
<b>Email:</b>	tamar.milne@sauder.ubc.ca	<b>Office location:</b>	<a href="#">Tamar's BAMA 580B Zoom Office</a>

### COURSE DESCRIPTION

Public relations (PR) is the field within business that strategically develops organizational reputation. In very recent years, reputation management – based on the establishment of trust through public engagement, crisis management, and social responsibility – has developed into a top priority of global CEOs and organizational leaders.

This course will prepare you to think purposefully about managing an organization's strategic communications and relationships with its diverse publics to achieve its goals, fulfill its purpose, and meet its social responsibilities. The prep material, lectures, discussions, and assignments will focus on the following key areas of communications and public relations strategy:

- Trust and reputation management
- Media relations and content management
- Issues and crisis management
- Community engagement
- Content marketing
- Persuasion and personal PR
- Communications analytics

### COURSE FORMAT

We will use Zoom for real-time ("synchronous") classes during the scheduled section time. Class time will include a combination of lectures, discussions, and activities. You are expected to prepare for and attend each class according to the course schedule and the detailed instructions provided in Canvas.

### LEARNING OBJECTIVES

Upon completion of this course, you will be able to:

1. Explain the importance of trust and reputation to business success.
2. Identify an organization's relevant communities and stakeholders and to determine how to engage effectively with them.
3. Anticipate business issues and risks and prepare strategies and communications to prevent or mitigate negative effects.
4. Formulate persuasive approaches to engaging with various audiences.

5. Develop analytical methods to assess organizational reputation and public relations activities and gain actionable insights.

## ASSESSMENTS

### Summary

<u>Component</u>	<u>Weight</u>
Insight Briefs (three at 10% each; Individual)	30%
Crisis Simulation (Trios)	15%
Final Project (Individual or Pairs)	40%
Active participation* (Individual)	<u>15%</u>
Total	<u>100%</u>

\* Attendance does not equal active participation. Attendance is necessary but not sufficient to earn these marks.

### Details of Assessments

#### **Insight Briefs – 30% (three at 10% each; Individual)**

The purpose of the Insight Briefs is to provide you with the space and structure to integrate the course content into your business toolkit and to communicate your progress and exploration to the instructor (who will aim to respond with ideas and resources to support your ongoing development). Three times at regular intervals in the course, you will be asked to reflect on what you have learned and to formulate at least one new personal insight about how strategic communications and public relations might serve your business or professional goals. Some light research may be necessary, but submissions will be brief (max. 1 page). More details will be provided on Canvas and in class. Refer to the Course Schedule for due dates.

#### **Crisis Simulation – 15% (Trios)**

The purpose of the Crisis Simulation is to model the experience of navigating a company's response to an urgent and rapidly changing situation. Working in self-selected trios in a simulation during class time, you will assume the role of a leadership team responding to a business crisis. The crisis will develop through stages, and you will be required to complete a prescribed (and graded) task at each stage. Upon completion of the simulation, you will reflect on the experience in a brief written submission. The grade weight of the various components of the simulation will total 15% of the course grade. More details will be provided on Canvas and in class. Refer to the Course Schedule for the simulation and reflection due dates.

#### **Final Project – 40% (Individual or Pairs)**

The purpose of the Final Project is to provide you with the opportunity to apply the course content to a business or professional topic that interests you and that will support your career goals. Working either individually or in pairs, you may choose one of the following (or similar) strategic communications project types:

- Reputation Audit
- Stakeholder or Community Engagement Plan
- Content Marketing Plan
- Crisis Communications Plan

Sample outlines/sections recommendations for each type of project will be provided on Canvas. Prior to the final week of classes, you will submit a brief proposal to outline your chosen project, and the

instructor will review it and either approve it or request clarifications or revisions. (There are no marks for this submission; it is simply an early checkpoint to support assignment success.)

Regardless of the chosen type, all final projects will have a maximum of 5 pages (plus cover page and appendices) and will require the following:

- Overview of the relevant business context (summary of internal and external situation analysis);
- Stated objectives;
- Key indicators that would be used to measure performance against the objectives; and
- Researched sources.

More details will be provided on Canvas and in class. This project will be due to Canvas by 11:59 pm on Saturday, December 12.

### **Active Participation – 15% (Individual)**

You are expected to actively participate in class activities and discussions – which will require reading/viewing of all assigned materials before each class, preparing personal positions on the topics raised, and sometimes even seeking additional relevant materials in special areas of interest to share with the group.

Note that quality of contributions is valued over quantity, and evaluation of in-class participation will emphasize critical thinking, creativity, and practical application. Note also that participation marks must be earned through actively engaging with the class during lectures, discussions, and activities; simply attending class does not equal “participation”.

### **LEARNING MATERIALS**

There is no textbook or paid reading package associated with this course. You will be required to access Canvas for class preparation instructions, additional readings and multimedia, and assignment resources.

#### *Canvas Notifications*

There are many settings in your Canvas profile; these can be accessed by clicking on the circle with your picture at the top of the far left (very dark blue) navigation panel, and then clicking, “Notifications”. It is the expectation in this course that you have the following notifications turned on with the checkmark within a green box, which means, “Notify me right away”: Announcement and Conversations (all three variations). These requirements will mean that your email client and/or your phone (if that is your contact method) will receive communications immediately once delivered in each of these areas. This is essential, as we will use the Announcement feature if there are any issues with our online class sessions in Zoom.

### **COURSE-SPECIFIC POLICIES AND RESOURCES**

#### *Class Preparation*

Guidance on how to prepare for each class will be posted on Canvas. It is your responsibility to understand what is required and to complete the necessary readings and other preparations that are directed.

### *Missed or Late Assignments*

Late submissions will not be accepted and will receive a grade of zero. There are no make-up opportunities for missed submissions.

### *Regrading of Assessments*

Requests for regrading of assignments must be submitted within one week of the assignment and grades being returned to the class. The request must identify the reason(s) why you believe your answer(s) and score(s) should be reviewed. The outcome may be either an increase, no change, or a decrease in the assigned grade.

### *Academic Concessions*

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

## **POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL**

### *Attendance*

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential and that of their classmates, and they cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

### *Punctuality*

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

### *Electronic Devices*

During online lectures, students are not permitted to use any electronic devices other than the primary one used for attending the online lecture (e.g. laptop or desktop). Only Zoom should be open during the online lecture unless an instructor advises the use of another program/website for an in-class activity. Feedback from students indicates that personal devices are the number one distraction from effective learning and participation in the online learning environment.

### *Citation Style*

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

## UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise, and so there are additional resources to access, including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty, and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

### *Respect for Equity, Diversity, and Inclusion*

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

### *Academic Integrity*

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

### *Academic Freedom and Students Studying from Outside Canada*

During this pandemic, the shift to online learning has greatly altered teaching and studying at UBC, including changes to health and safety considerations. Keep in mind that some UBC courses might cover topics that are censored or considered illegal by non-Canadian governments. This may include, but is not limited to, human rights, representative government, defamation, obscenity, gender or sexuality, and historical or current geopolitical controversies. If you are a student living abroad, you will be subject to the laws of your local jurisdiction, and your local authorities might limit your access to course material or take punitive action against you. UBC is strongly committed to academic freedom but has no control over foreign authorities (please visit <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,33,86,0> for an articulation of the values of the University conveyed in the Senate Statement on Academic Freedom). Thus, we recognize that students will have legitimate reason to exercise caution in studying certain subjects. If you have concerns regarding your personal situation, consider postponing taking a course with manifest risks, until you are back on campus or reach out to your academic advisor to find

substitute courses. For further information and support, please visit: <http://academic.ubc.ca/support-resources/freedom-expression>.

### **COPYRIGHT**

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes is not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

### **ACKNOWLEDGEMENT**

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

### **ONLINE TEACHING TOOL & REQUIREMENTS**

This course will be taught using Zoom for synchronous classes and office hours. You are required to use a Zoom account during synchronous classes and office hours. If you do not have a Zoom account, you can create one here: <https://zoom.us/signup>. Note: creating a Zoom account requires that you provide a first name, last name, and email address to Zoom. For privacy purposes, you may consent to using your existing email address and your real name. Alternatively, if you prefer, you may sign up using an alternative email address and an anonymized name that does not identify you (i.e. Jane Doe, [jane.doe@email.com](mailto:jane.doe@email.com)). If you have trouble creating an account, or accessing a Zoom session, please contact [CLCHelp@sauder.ubc.ca](mailto:CLCHelp@sauder.ubc.ca).

To help replicate the classroom experience, make sessions more dynamic and hold each person accountable, both students and instructors are required to have their cameras on during Zoom sessions. Students who require an accommodation with regard to the "camera on" requirement must contact their instructors in advance of the first class to discuss options. As professional graduate students, students are expected to conduct themselves professionally by joining sessions on time, muting mics when not speaking, refraining from using any other technology when in-session, attending in business casual dress (at a minimum), and participating from a quiet environment. Content from synchronous sessions will be selectively recorded per instructor discretion and made available to students on Canvas for a maximum duration of the course length. This is done to allow students the opportunity to return to lecture content to solidify learnings.

**COURSE SCHEDULE**

(Subject to change with class consultation)

Class	Date	Topic	Assessments due
1	<b>Mon, Nov 2</b>	Intro: Strategic Communications and PR Stakeholder Engagement	
2	<b>Wed, Nov 4</b>	Reputation Management	
	Sat, Nov 8		Briefing 1 due by 11:59 pm
3	<b>Mon, Nov 9</b>	Issues Management	
4	<b>Fri, Nov 13</b>	Guest Speaker – Active Discussion	
	Sat, Nov 15		Briefing 2 due by 11:59 pm
5	<b>Mon, Nov 16</b>	Corporate Communications (Indigenous, Government, and Employee Relations)	
6	<b>Wed, Nov 18</b>	Content and Media Relations	
	Sat, Nov 22		Briefing 3 due by 11:59 pm
7	<b>Mon, Nov 23</b>	Crisis Management	
8	<b>Wed, Nov 25</b>	Crisis Simulation	
	Sat, Nov 29		Crisis Reflection due by 11:59 pm Final Project Proposal due by 11:59 pm
9	<b>Mon, Nov 30</b>	Persuasion and Personal PR	
10	<b>Wed, Dec 2</b>	Insights and Analytics; Big Picture	
	<b>Sat, Dec 12</b>	<b>Final Project due</b>	<b>Final Project due by 11:59 pm</b>