



**UNIVERSITI TEKNOLOGI MARA**

**CMP532: PLANNING FOR COMMUNICATION PROFESSIONALS**

<b>Course Name (English)</b>	PLANNING FOR COMMUNICATION PROFESSIONALS <b>APPROVED</b>
<b>Course Code</b>	CMP532
<b>MQF Credit</b>	3
<b>Course Description</b>	This course offers students an understanding of integrated communication planning in the organisation. It acknowledges a trend toward a cross-functional approach to planning, which integrates public relations, integrated marketing communications and persuasive strategies. The stages of a project's cycle will be examined: from diagnosis, through execution to monitoring and evaluation. The course will rely on extensive readings and analysis of concrete examples of communication planning in the real organisation. The students will be exposed to an analysis of the relationship between corporate, business, and communication planning. To better prepare the students, this course explores integrated planning processes and explains how to write various kinds of communication plan. This course also examines the theoretical foundations for communication planning, which include the psychology of audiences, source credibility, and persuasion theories.
<b>Transferable Skills</b>	Communication skills, teamwork skills, and work ethic and analytical
<b>Teaching Methodologies</b>	Lectures, Case Study, Reading Into Writing Task, Discussion, Presentation, Small Group Sessions , Journal/Article Critique, Collaborative Learning
<b>CLO</b>	<p>CLO1 Explain the concepts, theories and roles of integrated communication planning in the organisation</p> <p>CLO2 Report verbally and in writing the communication planning practices and a proposed communication plan</p> <p>CLO3 Discuss the significances of communication planning in an organisational setting.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<p><b>1. Introduction to Communication Planning: The Basics</b></p> <p>1.1) Conceptual Tools</p> <p>1.2) The nature of communication planning</p> <p>1.3) The role of communication planning</p> <p>1.4) Communication managers in organisation: the emergence of new profession</p>	
<p><b>2. Approaches to Communication Planning</b></p> <p>2.1) Engaging in Strategic Planning</p> <p>2.2) Strategic Communication</p> <p>2.3) Integrated Communication</p> <p>2.4) Key variables in a strategic communication plan</p> <p>2.5) Strategic Planning using effective communication tactics</p>	
<p><b>3. The Role of Integrated Communication Planning</b></p> <p>3.1) Planning Exigencies</p> <p>3.2) Communication Planning Systems</p> <p>3.3) Types of Communication Plans: Purposes and Content</p>	
<p><b>4. The Foundation of Planning</b></p> <p>4.1) The Influence of Beliefs, Attitudes and Values</p> <p>4.2) How Audience Receives Messages</p> <p>4.3) Needs and Personality of Audiences</p> <p>4.4) Persuasive Strategies in Communication Planning</p>	

<p><b>5. Theoretical Approaches to Communication Planning</b></p> <p>5.1) Multi-Step Flow Approaches  5.2) A Network Approach  5.3) Systems Theory Perspectives  5.4) Social Marketing Perspectives-  5.5) Communication Planning: A Meeting Place for Different Approaches</p>
<p><b>6. Steps of Strategic Communication Planning: Formative Phase</b></p> <p>6.1) Analyzing the Situation  6.2) Analyzing the Organisation  6.3) Analyzing the Publics</p>
<p><b>7. Steps of Strategic Communication Planning: Strategy Phase</b></p> <p>7.1) Establishing Goals and Objectives  7.2) Formulating Actions and Response Strategies  7.3) Using Effective Communication</p>
<p><b>8. Steps of Strategic Communication Planning: Tactics &amp; Evaluation Phase</b></p> <p>8.1) Choosing Communication Tactics  8.2) Implementing the Strategic Plan  8.3) Evaluating the Strategic Plan  8.4) Conclusion</p>
<p><b>9. Writing the Strategic Communication Planning</b></p> <p>9.1) Principles of Writing the Plan  9.2) Purposes and Characteristics of Strategic Communication Plan  9.3) Components of A Strategic Communication Plan  9.4) Operational Communication Planning  9.5) Conclusion</p>
<p><b>10. Writing the Contingency Plan for Crises</b></p> <p>10.1) What is Crisis?  10.2) Writing the Crisis Management Plan  10.3) Communication Component  10.4) Conclusion</p>
<p><b>11. Strategic Approaches to Planning for Issue Management</b></p> <p>11.1) Ownership of the Issue  11.2) Responsibility for Managing the Issue  11.3) Characteristics of the Issue  11.4) Guiding the Public to Reach Social Judgments on Issues</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment to measure students' understanding of the issues related to planning practices.	15%	CLO2
	Final Test	Final test to measure overall students' understanding of the framework and concepts.	30%	CLO3
	Group Project	Group project to assess organisation communication practices and design a communication plan.	40%	CLO2
	Quiz	Quiz to measure students' understanding for the half of the semester	15%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Larson, Charles U. 2013, <i>Persuasion: Reception and Responsibility</i>, 13 Ed., 14, Wadsworth-Cengage Learning Singapore</li> <li>• Ronald D. Smith 2017, <i>Strategic Planning for Public Relations</i>, 5th Ed., 8, Routledge New York [ISBN: 9781138282063]</li> <li>• Anne Gregory 2015, <i>Planning and Managing Public Relations Campaigns</i>, Kogan Page Limited London [ISBN: 9780749468736]</li> <li>• Wilson, L.J and Ogden J 2014, <i>Strategic communications planning for public relations and marketing</i>.</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Argenti, P. A 2016, <i>Corporate communication</i>, 7th Ed., 10, McGraw-Hill Education New York [ISBN: 978-007340327]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	