UNIVERSITI TEKNOLOGI MARA
CMP543: STRATEGIC COMMUNICATION MANAGEMENT

Course Name (English)	STRATEGIC COMMUNICATION MANAGEMENT APPROVED
Course Code	CMP543

MQF Credit	4

Course Description	This course intends to expose students on the strategic management of communication foundations in privation corporations, NGOs and government organisations. It focuses on all vital elements in composing the effective communication strategies to achieve organisational goals. Students will also be taught on how organisations sustain their competitive advantage, remain relevant and overcome obstacles via the roles of communication strategists.

Transferable Skills	Communication skills, event management, design strategic communication plan

Teaching Methodologies	Lectures, Simulation Activity, Discussion, Presentation, Small Group Sessions , Supervision

CLO		
	CLO1	To analyse and apply fundamental theories of the Strategic Communication Management
	CLO2	To design the Strategic Communication Plan
	CLO3	To explain the importance of Strategic Management in managing organisational communication
	CLO4	To display organisational obstacles, challenges and be able to recommend solutions

Pre-Requisite Courses	No course recommendations

Topics
1. Strategic Management 1.1) Defining Strategic Management 1.2) The Importance of Strategic Management 1.3) Strategic Management Process 1.4) SWOT analysis 1.5) Assessing the Mission of an Organisation
2. The Strategic Development Process 2.1) Strategic Leadership 2.2) Problems with Planned Strategies 2.3) Types of Strategies 2.4) Types of Corporate Strategies
3. Environmental Scanning 3.1) Identifying Environmental Scanning 3.2) The Internal and External Environment
4. Corporate Creativity 4.1) Defining Creativity 4.2) Elements in Developing Creativity 4.3) Defining Innovation 4.4) The Innovation Lifecycle 4.5) Connecting Brands, Creativity and Innovation
5. Competitive Advantage 5.1) Recognizing a Firm's Intellectual Assets 5.2) The K-Economy 5.3) Attracting Human Capital 5.4) Developing Human Capital 5.5) Retaining Human Capital

6. The Art of Negotiation
6.1) Defining Negotiation
6.2) Types in Negotiation
6.3) Key Principles of Negotiation
6.4) Negotiating Among Cultures

7. Emergency Strategic Communication Management
7.1) Defining Crisis Communication
7.2) Issue Lifecycle
7.3) Keeping Employees Informed
7.4) Crisis Prevention Team
7.5) Media Management

8. Organisation Dynamic
8.1) Organisational Citizenship
8.2) Group Dynamics
8.3) Advantages of Positive Team Dynamics
8.4) High Performance Work Attitudes

9. Integrated Marketing Communication
9.1) What is IMC?
9.2) The Communications Mix
9.3) IMC Communication Tool
9.4) Publicity

10. Organisational Change
10.1) Defining Organisational Change
10.2) Forces of Change
10.3) Guidelines for Effective Change
10.4) Resistance to Change

11. Individual Assignment
11.1) Assignment

12. Midterm test
12.1) Test (to be conducted in class)

13. Final Project: Event
13.1) Organisation and management of event

14. Final test
14.1) Test (to be conducted in class)

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Students are required to organise and manage an event which is normally held before the end of the semester.	30%	CLO1 , CLO2 , CLO3 , CLO4
	Individual Project	Students are required to complete their individual assignment in class.	10%	CLO1 , CLO2 , CLO3
	Test	Students are required to complete their midterm test which is often conducted during the middle of the semester.	20%	CLO1 , CLO2

Reading List	Reference Book Resources	**Argenti, P. A. 2007, *Corporate Communication*, 4 Ed., McGraw-Hill New York**
		Caywood,C. 1997, *The Handbook of Strategic Public Relations &*, McGraw-Hill New York
		Masterman, G. & Wood, E.H. 2004, *Innovative Marketing Communications: Strategies for the events industry*, Routledge New York
		Ferguson, S. D. 1999, *Communication Planning - An Integrated Approach*, Sage Publications New York
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	