

CMN3130 A00

COMMUNICATION PLANNING

FALL 2017



uOttawa

L'Université canadienne
Canada's university

Course Information:

Professor: Valerie P. Nofle
Class time: Tuesday 19:00-22:00
Classroom: TBC

Course Description:

CMN 3130 Communication Planning (3 units)

Establishment of communication planning systems in organizations, based on monitoring of public opinion. Relationship between strategic planning, operational planning, work planning, and contingency planning for crises. Application of learning and persuasion theories to planning. Public information campaigns.

Contact Information:

Professor	Valerie P. Nofle
Office	TBC
Office Hours	Tuesday 17:30-18:30 or by appointment
Email	vnofle@uottawa.ca

Course Objectives:

1. Acquire a broad grasp of the fundamental theories of Communication Planning;
2. Consider and Construct valid tools in the Communication Planning process;
3. Explore and Explain the relationship between Communication Planning and Cultural Identity;
4. Evaluate the economic, social and political challenges and opportunities that influence strategic Communication Planning.

Each class will consist of both an interactive lecture and group work.

Required Texts:

I) Sherry Ferguson, *Communication Planning: An Integrated Approach* (Thousand Oaks, CA: Sage Publications Inc., 1999).

II) Sherry Ferguson, *Researching the Public Opinion Environment* (Thousand Oaks, CA: Sage Publications Inc., 2000).

Both texts are available at the University of Ottawa Bookstore and the University Library (Morisset).

Additional readings, videos and case studies will be identified and available as appropriate.

Regulations Regarding the Course:

Attendance at Exams

Absence from an exam or not handing in an assignment due to illness or extraordinary personal circumstances must be justified. You will be required to provide a medical certificate or other official documentation no more than five working days after the exam in order to be allowed to write a make-up exam. Other reasons such as, but not limited to, travel, employment and misreading the examination schedule are not acceptable. Please refer to Academic Regulation 9.5 for further details at <http://www.uottawa.ca/governance/regulations.html>.

Late Penalty

Assignments must be handed in at the *start* of the class at which they are due. If you do hand in your assignment after the beginning of class on the due date without a medical certificate, your grade will be reduced by *one-half of a full letter grade*.

Academic Fraud

Academic integrity is vital to your own learning process, as well as to the academic goals of the university. Possible acts of academic fraud include cheating, use of a paper written by someone else, plagiarism and unauthorized possession of exam materials. You could fail this course if you are caught in any act of academic fraud. Please see your *Undergraduate Studies Calendar* for further information.

Evaluation:

Evaluation	Date	Value
Midterm Exam	October 17, 2017	30%
Term Paper	November 21, 2017	30%
Final Exam	TBC (<i>check university exam schedule</i>)	40%
TOTAL		100%

Midterm Exam 30% (in-class)

October 17, 2017: The Midterm will cover all materials of the semester including lectures, readings and in-class activities up to the Midterm exam date.

Term Paper 30%

Due November 21, 2017: The Term Paper will consist of a ten page paper. Topic TBC.

Final Exam 40%

Held during final exam period December 8-21, 2017.

Exact date and time are TBC. Check the final exam schedule for confirmation.

The final exam will cover all materials for the entire semester including lectures, readings and in-class activities.

Final Grades

Grades will be based on the official University of Ottawa Grade Scale:

A+	90-100%	B+	75-79%	C	60-64%	E	40-49%
A	85-89%	B	70-74%	D+	55-59%	F	0-39%
A-	80-84%	C+	65-69%	D	50-54%		

Class Schedule

Date	Topic	Readings
WEEK 1 September 12/17	Welcome and introduction to Communication Planning. Course outline review and expectations.	
WEEK 2 September 19/17	Communication Planning Cultures: Part I	Communication Planning, Chs. 1-3
WEEK 3 September 26/17	Communication Planning Cultures: Part II	Communication Planning, Chs. 4-6
WEEK 4 October 3/17	Communication Theories	Communication Planning, Chs. 7-10
WEEK 5 October 10/17	Strategic Approaches	Communication Planning, Chs.11-13
WEEK 6 October 17/17	MIDTERM EXAM: 30% OF FINAL GRADE	
WEEK 7 October 24/17	No Class: Study Break	
WEEK 8 October 31/17	The Environment explored	Researching the POE, Chs. 1-3
WEEK 9 November 7/17	Guest Lecture	Researching the POE, Ch. 4
WEEK 10 November 14/17	Quantitative and Qualitative Approaches: Part I	Researching the POE, Chs. 5-6
WEEK 11 November 21/17	TERM PAPER DUE: 30% OF FINAL GRADE Quantitative and Qualitative Approaches: Part II	Researching the POE, Chs. 7-8
WEEK 12 November 28/17	Case studies explored	In-class case studies.
WEEK 13 December 5/17	Consolidation and Exam Review	
FINAL EXAM: 40% OF FINAL GRADE, DATE TBC	FINAL EXAM PERIOD DECEMBER 8-21, 2017 INCLUSIVE	

Note: Teaching and Course Evaluations November 13-24, 2017.

CLASS ATTENDANCE:

Students are expected to attend classes regularly, read the required readings and participate actively in class discussions and exercises. No mark is given for attendance.

FREE SERVICES AVAILABLE TO STUDENTS:

The Student Academic Success Service (SASS), established by the University, provides many services to students including the Academic Writing Help Centre (<http://web.sass.uottawa.ca>).

Counselling Services are also available. To schedule an appointment call 613-562-5200 or visit 100 Marie Curie (4th floor).