Spring 2016

PUR 6607 StratCom Management (Werder, Kelly)

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University of South Florida

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings Due</th>
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<td>January 14</td>
<td>Introduction &amp; Orientation</td>
<td>Introductions; course format and procedures; review of assignments; review of topics.</td>
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February 11

**BLOG 3 DUE**

**RESEARCH PROPOSAL DUE**

Topic: Understanding stakeholders: Situational Theory of Problem-Solving

Discussion Leader: n/a

Readings due:

February 18

**BLOG 4 DUE**

Topic: Understanding stakeholders: Relationship Management (OPR)

Discussion Leader: Murewa Olubela

Readings due:
1) *Handbook of Strategic Communication* (2015): Chapters 21
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| February 25| BLOG 5 DUE                 | **TOPIC:** Organizational Dimensions: Leadership and Decision Making | Vilaxay Inthaxoum | 1) Handbook of Strategic Communication (2015): Chapters 13-16  
| March 3    | THEORY PAPER DUE           | NO CLASS MEETING                            |                   | Submit your theory paper via Canvas by 6:30 p.m. |
| March 10   | BLOG 6 DUE                 | **TOPIC:** Advertising & Branding           | Amaly Santiago    | 1) Handbook of Strategic Communication (2015): Chapters 18, 24  
<p>| March 17   | SPRING BREAK               |                                             |                   |                     |
| March 24   | BLOG 7 DUE                 | <strong>TOPIC:</strong> Strategic Communication in Society | Melissa Pelletier  | 1) Handbook of Strategic Communication (2015): Chapters 23, 25, 26, 28, 29, 35 |</p>
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| March 31  | **TOPIC:** Risk & Crisis Management        | Yifei Ren         | 1) *Handbook of Strategic Communication* (2015): Chapters 19, 32-34  
| April 7   | **TOPIC:** Social Media and Technology     | Natcha Inpleng    | 1) *Handbook of Strategic Communication* (2015): Chapters 22, 36  
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| 14 April | BLOG 10 DUE                                   | TOPIC: Creativity and Tactics
Discussion Leader: Mara Latorre
Readings due
| 15 April  | DRAFT STRATEGIC PLAN DUE                      | TOPIC: Strategic Panning Project Work
Final revisions to strategic plan, troubleshooting, and rehearsal of presentation |
| 16 April  | FINAL STRATEGIC PLAN DUE                      | CLIENT PRESENTATION
Submission of two copies of final project book and two disks with all files
Course wrap-up and conclusions |