

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>External Communication of the Organization</b>				
<b>Course code (LAIS):</b>	<b>KomZ5051</b>				
<b>Study programme:</b>	<b>Business Environment Administration</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input checked="" type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	2	3	80	24	56
<b>Course Author/ Tutor:</b>	<b>Māra Arāja</b>				
	Guest lecturer, Mg.sc.comm.				
	<u>e-mail</u> : mara.araja@va.lv				
	Consultation: according to the schedule for each semester				
<b>Study Form:</b>	Full time studies				
<b>Study year, semester:</b>	1 <sup>st</sup> year, 2 <sup>nd</sup> semester				
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	-				
<b>Course Summary:</b>	<p>The purpose of the study course is to provide knowledge of responsible and strategically managed external communication of the organization. The course shall include knowledge of the communication theory and the use of related concepts in the management of the organization's external communication, with particular attention to the strategic management of communication as an instrument assisting the organization in the development of relations with its important impacts. The course will provide knowledge of the latest developments in communication management, including the identification and management of issues (issue), the analysis of impact parties (stakeholders) and their involvement in the development of the organisation's activities. Strategic communication management competencies will also be strengthened in the analysis and development of an external communication strategy.</p>				
<b>Assessment:</b>	The Examination (oral presentation)				
<b>Requirements for Credits:</b>	<p>The score consists of the sum of the score, which is compared to the score on the 10-barrel scale. Exam work (students are drafted in pairs) - a strategic plan for external communication (maximum score 50). The Communication Strategy evaluates the following components: strategic rationale (5 points), problem (5 points), study methods and conclusions (10 points), objective (5 points) strategic setting, messages (5 points), defined impact sides (5 points), tactical plan (5 points), evaluation indicators (5 points) (5 points)); Own-initiative work — Analysis and presentation of a scientific publication (maximum score of 30). Assessing the relevance of the publication to the subject of external communication (10 points), the quality of the presentation of the publication (10 points) and the discussion proposed (10 points); The task of the workshop – Analysis of the communication strategy (maximum score of 20). Assessing the student's ability to analyze an existing strategy based on the knowledge acquired in the course; The maximum number of points to be obtained shall be 100 points equal to the score of 10 balls.</p> <p><b><u>Range of points to be obtained and comparable ratings</u></b></p>				

	10 balls 95-100 points 9 balls 88-94 points 8 balls 81-87 points 7 balls 74-80 points 6 balls 67-73 points 5 balls 60-66 points 4 balls 53-59 points 3 balls 46-52 points 2 balls 39-45 points 1 ball 38 points and below	
<b>Abiding by the Academic Ethics</b>	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;</li> <li>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.</li> </ul> In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.	
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>	<b>The evaluation methods and criteria</b>
	<b>Knowledge</b>	
	Demonstrate knowledge of the concepts and concepts of strategically driven external communication.	Seminars
	<b>Skills</b>	
	Analyze impacts sides and identify their challenges	Assessment of segmented impacts and their issues
	Skills to assess the quality of the strategic communication plan	Evaluation of the outcome of the strategic plan analysis
<b>Competency</b>		
Be able to integrate the concepts of organizational management and external communication, demonstrate an understanding of an ethical communication approach with important impacts of the organization, by analyzing and developing a communication strategy.	Evaluation of the communication plan developed	
<b>Course Compulsory literature:</b>	Cees B.M van Riel, Charles J. Fombrun, 2008, <i>Essentials of Corporate Communication. Implementing practices for effective reputation management</i> , Routledge, London and New York Grunig E.James, (1992), <i>Excellence in Public Relations and Communication Management</i> , Lawrence Erlbaum Associates, Publisher, London Grifins E., (2008), <i>Reputācijas vadības stratēģijas. Situāciju, krīžu, un korporatīvās sociālās atbildības vadīšana</i> , Lietišķās Informācijas dienests, Rīga Robert L. Heath (Editor), Winni Johansen (Editor), (2018) <i>The International Encyclopedia of Strategic Communication</i> , ISBN: 978-1-119-01071-5 Heath L. Robert, (2010), <i>The Sage Handbook of Public Relations. Second Edition</i> , USA: Sage Publication, Inc.	
<b>Course additional literature:</b>	<a href="https://www.communicationmonitor.eu/2021/05/21/ecm-european-communication-monitor-2021/">https://www.communicationmonitor.eu/2021/05/21/ecm-european-communication-monitor-2021/</a>	
<b>Course confirmation date:</b>	January 6, 2020.	

<b>Date of course description update:</b>	31.01.2022.
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**Study Course Plan:**

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
	The context of the organization's external communication – strategically driven external communication. Image, brand and reputation concepts and their links. Elements of the Strategic Plan for External Communication.	4	3	Lecture, discussion, Seminar
	The first phase of the plan development – analysis. Impact side concept – definition, segmentation, analysis. Presentation of academic publications and discussions (3-4 students)	4	7	Lecture, Seminar, presentation
	Issues management as an element of strategic communication. Application. Identifying, analysing, integrating external impacts issues into the external communication strategy. Presentation of academic publications (3-4 students)	4	8	Lecture, Seminar, presentation
	The next steps to form a strategic plan for external communication: - the practice of defining the message; - defining the strategic setting for external communication  Presentation of academic publications (3-4 students)	4	8	Lecture, Seminar, presentation
	External communication channels, tools, forms. Students analyse an existing strategic plan for communication. Presentation of academic publications (3-4 students)	4	10	Lecture, Seminar, presentation
	Exam (student presentations)	4	20	Examination
	<b>Hours total:</b>	<b>24</b>	<b>56</b>	