**JCO 4206 APPLIED STRATEGIC COMMUNICATION**

**COURSE NAME: APPLIED STRATEGIC COMMUNICATION COURSE CODE: JCO 4206**

**CREDIT UNITS: 3**

**CONTACT HOURS: 45**

**TYPE OF COURSE: ELECTIVE**

**Course Description:**

In this course, students apply the theories, models, concepts and principles of strategic social and behavioral communication. Students experience the process of strategic communication through message design, materials development, campaign planning, communication strategy design, social marketing, audience research and audience-based programming, among others. Students will on their knowledge to design a communication strategy.

**Course Objectives:**

1. To enable students apply the theories, models, concepts and principles of strategic communication

2. To give students opportunity to practice designing and producing communication support materials

3. To enhance students’ ability to design development communication strategies

**Course Outline:**

1. Review of social and behavioral change communication

• Social change process

• Factors influencing social change

• Public participation in development programs

• Audience participation in media programming

• Community communication

• Community/alternative media

2. Strategy design

Parts of a communication strategy

Developing an effective communication strategy

3. Message and materials development

Steps for developing materials; pre-testing materials

4. Participatory communication

• Audience-based message/programme design process

• Pre-production - audience information needs assessment/survey

• Production - pre-testing message and materials

• Post-production – monitoring and evaluating message effectiveness

5. Designing development/strategic communication plans

• Planning and executing a media campaign

• Designing an advocacy strategy

• Designing an IEC/BCC communication strategy

• Designing an entertainment-education strategy

• Designing a social marketing strategy

• Designing materials

6. Group work sessions and presentation of practical projects

**Learning Outcomes:**

By the end of the course students will:

1. Be able to apply the theories, models, concepts and principles of strategic communication

2. Design and produce communication support materials and/or messages

3. Have experience in designing development communication strategies

**Methods of Teaching/Delivery:**

• Lectures

• Group work

• Practical sessions

• Seminar presentations

**Methods of Assessment:**

1. Coursework of at least 3 assignments, including a seminar presentation of a project will constitute 40%

2. Final examination will account for 60%

**Readings/Reference Materials/Learning Resources:**

• Gumucio, D.A. & Tufte, T. (Eds) (2006). Communication for social change anthology (Electronic version). New York: Communication for Social Change Consortium.

• Mody, B. (1991). Designing messages for development communication.

An audience participation based approach. New Delhi: Sage.

• Rahim, S.A. (2004). Participatory development communication as a dialogical process. In White, A., Nair, S.K. & Ascroft, J. (eds), Participatory communication: Working for change and development, New Delhi: Sage,

117- 138.

• Gumucio, D.A. (2001). Making waves: Stories of participatory communication for social change (Electronic version), New York: Rockefeller Foundation

• Thompson T. L, Alicia M, Katherine I.M, Roxanne P. (eds) (2003) Handbook of health Communication, New Jersey: Lawrence Erlbaum Associates