LOYOLA UNIVERSITY CHICAGO

Preparing people to lead extraordinary lives

COMM 433 – Corporate Communications
Syllabus – Spring 2023

Asynchronous Course / No Weekly "live" Meeting

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Adjunct Instructor:	Beletra Thomas
Email:	bthomas18@luc.edc
Office:	Online – Please email me to set-up a virtual meeting
Virtual Office Hours:	By appointment – Understanding that many students may be working professionals, I will schedule meetings at vary times depending on the student's needs. The best way to set a meeting is to email me with a topic and a couple of suggested dates/times for a virtual meeting. I will reply via email and confirm a meeting date and time.
Class Day(s)	Assignments posted weekly on Tuesday by 1 p.m. CT
Class Time:	Weekly

Course Information

Course Description & Objective

This course explores the importance of an integrated corporate communication function and analyze strategies for implementation within a business enterprise. The course will focus on the corporate enterprise as a whole and consider the integration of strategic messaging to various stakeholders, reputation management, corporate social responsibility, and provide a greater understanding of how companies today approach building relationships with both traditional and new media platforms. Today, there is a greater expectation that companies will speak out on broader topics – beyond their core business; we will explore how companies find a balance between corporate strategy, their mission, business objectives, and public perception.

Required Course Materials

- Argenti, Paul A. (2023) *Corporate Communication, 8th Edition*
  - Students may utilize hardcopy, e-book, or loose-leaf copy.
- Additional assigned readings via Sakai
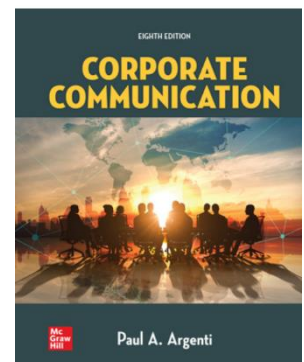
Teaching Philosophy & How the Class Will Operate

This is an asynchronous course. There will be no live class meeting. All materials will be posted via Sakai. **All course materials will be located on Sakai which can be accessed at sakai.luc.edu.** Sakai is a web-based learning management system. You will be able to access it from any computer connected to the internet. Instructional guides and video tutorials for using Sakai are available at: LUC Sakai Support Site.

You should check Sakai often for announcements, assignments, due dates, and other course content.

Class learning occurs through self-directed activities, readings, recorded lectures, guest speakers, online resources, and discussion forums. Classes consist of discussions of the course materials and forum topics. The course materials provide context for the discussions. We can all learn from each other. Students will be required to respond to discussion board topics weekly, and to also engage and respond to post from other students. Therefore, you are expected to have read the appropriate text chapters each week. Lectures will not cover all the materials or content contained in each chapter. However, you will be responsible reading the materials. When possible, we will have guest speakers who are specialists in the areas we are discussing.

Course assignments will include diverse exercises that will analyze corporate communication scenarios/case studies.

By the end of the semester, students will be required to demonstrate the skills and knowledge learned through the entire course by developing and presenting a integrated corporate communications strategic plan.

Late Assignments

No work is accepted after the due date.

Academic Integrity

Loyola University Chicago takes seriously the issues of plagiarism and academic integrity. Below is an excerpt, quoted directly, of the university's statement on integrity.
"The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:
1. Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty."

Read through [Loyola's full statement on Academic Integrity](#) here.

Student Participation and Professionalism

This online course requires that students actively participate in class discussions/forums. Failure to participate will be reflected in final grades. Professional behavior is expected and required of every student. Please be respectful to the opinions of others.

All work will be judged by professional standards. Well-written, typed, carefully edited copy (i.e. no spelling, punctuation or grammatical errors) is expected.

Discussion Board/Forum Topics

Weekly activities may include discussion or reflection posts or both. Each week's assignment section describes the requirements for that week. Posts will be reviewed and graded weekly. It is important to remember that the purpose of the posts are to help make a connection between the topic and your understanding of reading materials. Post may include:

- Providing additional information to the topic under discussion
- Sharing a personal experience on the topic under discussion
- Enhancing comments made by other students on the topic under discussion
- Clarifying/paraphrasing the topic under discussion to support understanding, or
- Presenting a brief critical assessment of the topic under discussion.

Please remember to site your work and follow APA style and provide a reference page to support posts.

Netiquette

So, what is Netiquette? Visit [Netiquette](#) from Marquette University to learn more.

Netiquette refers to the guidelines for what is socially acceptable in a virtual environment. As many online courses require students to interact with one another, often over controversial issues, awareness of how we "sound" in a text-based discussion is essential. The guidelines provided on this site should be reviewed and utilized.

Policies & Resources

Recommended Technology

The course is delivered online. It is recommended that you have regular access to the following software and tools:
- Web browser such as Firefox. Tools such as VoiceThread work better with Firefox.
- Access to an active e-mail account. Be sure to check your Loyola University e-mail regularly, including the Spam folder.
  - All email messages sent to students about this course will be sent to their Loyola email address. Students are expected to check their Loyola email address on a regular basis. You can access your web-based LUC email account at outlook.luc.edu.
- Word processing program (Microsoft Word recommended)
- Presentation program (PowerPoint recommended)
- Antivirus software
- Adobe Acrobat
- Access to a Windows or Mac computer to complete assignments, in the event your mobile device does not meet the minimum recommended technologies needed to complete your coursework.

Student Code of Conduct

One important aspect of a Jesuit education is learning to respect the rights and opinions of others. Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (gendered, racial or ethnic) comments, especially comments directed at a classmate. It is the student's responsibility to read and adhere to Loyola University Code of Conduct and Community Standards.

University Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered.
Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so **only** with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

Copyright

Copyright law was designed to give rights to the creators of written work, artistic work, computer programs, and other creative materials. The Copyright Act requires that people who use or make reference to the work of others must follow a set of guidelines designed to protect authors' rights. The complexities of copyright law in no way excuse users from following these rules. The safest practice is to remember (1) to refrain from distributing works used in class (whether distributed by the professor or used for research); they are likely copyright protected and (2) that any research or creative work should be cited according to [*please insert standards appropriate to your discipline, e.g., MLA guidelines*]. Read more about LUC's copyright resources online: luc.edu/copyright.

Intellectual Property

All lectures, notes, PowerPoints and other instructional materials in this course are the intellectual property of the instructor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

Statement of Diversity

Loyola University is committed to the recognition and respect for variations in racial, ethnic, and cultural backgrounds and with regard to class, gender, age, physical and mental ability/disability, religion, sexual orientation, gender identity, and gender expression. The school values ethnically sensitive and culturally competent social work education and practice. You may visit Loyola University's Anti-Racisim Initiative for more information. Students must uphold the ethical standards set forth by the profession and the Jesuit ideals of the university. Students in this course are encouraged to participate freely and share personal opinions, perspectives, and stories. There may be diverse, and perhaps contradictory ideas shared, in class. This variety is a strength of the academic community. Students are asked to show respect and treat peers in a way that validates various experiences and opinions based on a range of identities, including ability, economic class, ethnicity, faith tradition or no faith, gender identity and expression, nationality, religion, sexual orientation, veteran status, and their intersections. Acts of bias, harassment, abuse, discrimination, relationship violence, sexual violence (i.e. sexual assault, sexual harassment, etc.), gender harassment, and stalking are not tolerated at Loyola. If you or someone you care about has experienced any one of these crimes and/or violations of LUC Community Standards, please know that you have rights, reporting options, and other support services available to you. Please visit luc.edu/dos/gethelp/ for more information.

Addressing one another at all times by using appropriate names and gender pronouns honors and affirms individuals of all gender identities and gender expressions. Misgendering and heteronormative language excludes the experiences of individuals whose identities may not fit the gender binary, and/or who may not identify with the sex they were assigned at birth. In this course we strive to provide an affirming environment for all students with regard to their

names and gender pronouns.

Land Acknowledgement

The Loyola University Chicago community acknowledges its location on the ancestral homelands of the Council of the Three Fires (the Ojibwa, Ottawa, and Potawatomi tribes) and a place of trade with other tribes, including the Ho-Chunk, Miami, Menominee, Sauk, and Meskwaki. We recognize that descendants of these and other North American tribes continue to live and work on this land with us. We recognize the tragic legacy of colonization, genocide, and oppression that still impacts Native American lives today. As a Jesuit university, we affirm our commitment to issues of social responsibility and justice. We further recognize our responsibility to understand, teach, and respect the past and present realities of local Native Americans and their continued connection to this land. Visit LUC's Faculty Center for Ignatian Pedagogy land acknowledgement page for more information.

Statement of Intent

By remaining in this course, students are agreeing to accept this syllabus as a contract and to abide by the guidelines outlined in the document. Students will received proper notification should there be a necessary change to the syllabus.

Student Support

Requests for Accommodation

Loyola University Chicago provides reasonable accommodations for students with disabilities. Any student requesting accommodations related to a disability or other condition is required to register with the Student Accessibility Center (SAC). Professors will receive an accommodation notification from SAC, preferably within the first two weeks of class. Students are encouraged to meet with their professor individually in order to discuss their accommodations. All information will remain confidential.

Please note that in this class, software may be used to audio record class lectures in order to provide equal access to students with disabilities. Students approved for this accommodation use recordings for their personal study only and recordings may not be shared with other people or used in any way against the faculty member, other lecturers, or students whose classroom comments are recorded as part of the class activity. Recordings are deleted at the end of the semester.

For more information about registering with SAC or questions about accommodations, please contact SAC at 773-508-3700 or SAC@luc.edu.

Technology Privacy and Support Information

The ITS Service Desk provides the University with a single point of access for technology support. They are committed to providing excellent, professional customer service in tracking and resolving support requests. To request assistance, please contact the ITS Service Desk at 773.508.4ITS or via email at ITS Service Desk ITSServiceDesk@luc.edu. ITS Service Desk Support Hours.

Below you will find links to privacy policies as well as support documentation for the technology we'll use in the course:
- Sakai Privacy policy
- Sakai Support Documentation

Links to Resources
These resources may be of use to you in this course and throughout your education at Loyola University. These services are offered to help you achieve the best education possible.
- Library
  - Subject Specialists
- Student Accessibility Center
- Writing Center
- Ethics Hotline
  - Phone: 855.603.6988
- Center for Tutoring and Academic Excellence
- Loyola Bookstore
- Financial Aid
- Wellness Center

Grading

The course requires active participation. All work will be individual assignments. You will be graded on the quality of your work you submit and your participation in weekly discussion post. All assignments will be graded on point values/weights:

Assignments	Points	Weight
Weekly Discussion Board Posts + Peer Responses (10 weeks)	100	10
Individual Papers (4 weeks)	100	20
Reflection Paper	100	30%
Final Project	150	40%

Grading Scale

The grading policy is subject to change but it will be based on these guidelines.

A	95 – 100%	B	86 – 88%	C	77 – 79%	D	65 – 70%
A-	92 – 94%	B-	83 – 85%	C-	74 – 76%	F	<65%
B+	89 – 91%	C+	80 – 82%	D+	71 – 73%		

Tentative Course Schedule & Assignments

(The schedule may be subject to change because of the nature of current events and issues that may come up during the semester.)

Because of the fast-moving nature of the digital world, the following schedule is presented as tentative. The instructor reserves the right to adjust the schedule for the good of the class.

Interviews and presentations by guest lecturers will also be incorporated into course. The recordings will be added into the respective weeks and will be communicated via Sakai.

Details of weekly assignments and the corresponding due dates will be available on Sakai.

As a reminder, work is not accepted after the due date. All times posted in Sakai for assignment due dates are for the U.S./Central Time Zone.

Date	Focus:	Readings & Assignments:
Week 1 (Week of Jan. 15, 2023)	Course Introduction and look ahead on course expectations	• Syllabus Review • Student Introductions • Introduction to the course • Sakai Week 1 – Learning Materials & Activities
Week 2 (Week of Jan. 22, 2023)	Examine how changes in the environment (both internal and external factors) impact corporate communications	• Chapter 1: The Changing Environment for Business (Argenti) • Sakai Week 2 – Learning Materials & Activities
Week 3 (Week of Jan. 29, 2023)	Discover how companies build and use a strategic approach to corporate communications	• Chapter 2: Communicating Strategically, (Argenti) • Sakai Week 3 – Learning Materials & Activities

Week 4 (Week of Feb. 5, 2023)	Review the evolution of the corporate communications function and different structures	• Chapter 3: An Overview of the Corporate Communication Function (Argenti) • Sakai Week 4 – Learning Materials & Activities
Week 5 (Week of Feb. 12, 2023)	Understand what contributes to a company's brand reputation and why reputation is important	• Chapter 4: Corporate Brand and Reputation (Argenti) • Sakai Week 5 – Learning Materials & Activities
Week 6 (Week of Feb. 19, 2023)	Understand the role of employee communications in overall company strategy	• Chapter 7: Internal Communications (Argenti) • Sakai Week 6 – Learning Materials & Activities
Week 7 (Week of Feb. 26, 2023)	Does doing good give companies staying power and more trust within local communities?	• Chapter 5: Corporate Responsibility (Argenti) • Sakai Week 8 – Learning Materials & Activities
Week 8 (Week of March 5, 2023	**SPRING BREAK – ENJOY!**	**NO ASSIGNMENTS**
Week 9 (Week of March 12, 2023)	Look at how companies and corporate communications team target traditional and new media	• Chapter 6: Media Relations (Argenti) • Chapter 10: Crisis Communication (Argenti) • Sakai Week 9 – Learning Materials & Activities
Week 10 (Week of March 19, 2023)	Understand how technology has introduced new channels for corporations	• Social Media • Sakai Week 10 – Learning Materials & Activities

Week 11 (Week of March 26, 2023)	Role of communications as companies deal with analysts and shareholders	• Chapter 8: Investor Relations (Argenti) • Sakai Week 11 – Learning Materials & Activities • Introduce details of final project
Week 12 (Week of April 2, 2023)	Government relations and the affect it has on business and dealing with the community	• Chapter 9: Government Relations (Argenti) • Sakai Week 12 – Learning Materials & Activities • Company submission due for final project for instructor's approval
Week 13 (Week of April 9, 2023)	How are companies managing DEI not only in their hiring and HR practices but what role does it play in integrated communications plans?	• Diversity, Equity & Inclusion • Work on final project • Sakai Week 13 – Learning Materials & Activities
Week 14 (Week of April 16, 2023)	Demonstration of skills and knowledge learned	• Work on final project • Sakai Week 14 – Learning Materials & Activities
Week 15 (Week of April 23, 2023)	Demonstration of skills and knowledge learned Reflect on corporate communications concepts discussed throughout the semester	• Work on final project • Reflection paper due • Sakai Week 15 – Learning Materials & Activities
Week 16 (Tuesday, May 2)	Demonstration of skills and knowledge learned	• Final Project Due • Sakai Week 16 – Learning Materials & Activities

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