

## Syllabus

### Course description

<b>Course title</b>	<b>Institutional communication – Project management</b>
<b>Course code</b>	<b>27063</b>
<b>Scientific sector</b>	M-PSI/06
<b>Degree</b>	LM 63 – Master in economics and management of the public sector
<b>Semester and academic year</b>	1st semester, 2017/2018
<b>Year</b>	1st year
<b>Credits</b>	8
<b>Modular</b>	No

<b>Total lecturing hours</b>	48
<b>Total lab hours</b>	16
<b>Total exercise hours</b>	-
<b>Attendance</b>	Suggested, but not required
<b>Prerequisites</b>	An introductory communication class (Communication Skills & Strategy, Presentation and Communication, or Communication Skills & Leadership, etc.) is highly recommended but not required.
<b>Course page</b>	<a href="https://www.unibz.it/it/faculties/economics-management/master-public-sector/">https://www.unibz.it/it/faculties/economics-management/master-public-sector/</a>

<b>Specific educational objectives</b>	<p>The course refers to the typical educational activities and belongs to the scientific area of organizational and decision process.</p> <p>The course is designed for acquiring theory-based professional skills and knowledge.</p> <p>Specific educational objectives:</p> <ol style="list-style-type: none"> <li>1. Students will develop increased oral skills, in particular effective presentational skills and effective management of communication in small groups.</li> <li>2. Students will improve formal procedures for problem solving and decision-making in small groups.</li> <li>3. Students will develop increased written communication skills, such as writing effective reports and press releases.</li> </ol>
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	<p>4. Students will understand and master the concepts and technical vocabulary of organizational and institutional communication, and be able to use that technical language in the appropriate contexts.</p> <p>5. Students will understand and master the concepts and technical vocabulary of public relations, and be able to use that technical language in the appropriate contexts.</p> <p>6. Students will be able to design effective strategic communication plans, mastering appropriate skills and techniques such as defining goals and target audience, choosing proper dissemination strategies, drafting and presenting reports, and monitoring and evaluating results.</p>
<b>Lecturer</b>	Davide Girardelli, SER E310 davide.girardelli@unibz.it
<b>Scientific sector of the lecturer</b>	M-PSI/06
<b>Teaching language</b>	English
<b>Office hours</b>	<a href="https://www.unibz.it/it/faculties/economics-management/academic-staff/person/28048-davide-girardelli">https://www.unibz.it/it/faculties/economics-management/academic-staff/person/28048-davide-girardelli</a>  <a href="https://www.unibz.it/it/timetable/">https://www.unibz.it/it/timetable/</a>
<b>Lecturing assistant</b>	-
<b>Teaching assistant</b>	-
<b>Office hours</b>	-
<b>List of topics covered</b>	Basic communication theory; the listening process; essential presentation skills; leadership in small groups; problem-solving in small groups; foundations of organizational communication and public relations theory; public relations programs; essential media relations tools; strategic communication planning process; communication audit; situation analysis target analysis; message development; dissemination strategies; measurement and evaluation.
<b>Teaching format</b>	Lectures, group discussions, case studies, and lab projects.
<b>Learning outcomes</b>	<p>This course has been designed to provide students with the basic theoretical and practical tools to design and implement strategic communication plans for institutions and non-profit organizations.</p> <p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>- knowledge of the basic theoretical and practical tools to design and implement strategic communication plans for institutions and non-profit organizations</li> <li>- consolidation of basic communication skills, such as presentation skills and communication in small groups</li> <li>- understanding the theoretical foundations of</li> </ul>

	<p>organizational communication and public relations</p> <ul style="list-style-type: none"> <li>- understanding the design process of a strategic communication plan and its constituting elements: Defining goals and target audience, choosing proper dissemination strategies, and monitoring and evaluating results.</li> </ul> <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>• developing increased oral skills, in particular effective presentational skills and effective management of communication in small groups.</li> <li>• improving formal procedures for problem solving and decision-making in small groups.</li> <li>• developing increased written communication skills, such as writing effective reports and press releases.</li> <li>• Capacity to interact with professional communication experts</li> <li>• Designing effective strategic communication plans, mastering appropriate skills and techniques such as defining goals and target audience, choosing proper dissemination strategies, drafting and presenting reports, and monitoring and evaluating results.</li> </ul>
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<b>Assessment</b>	<p>Attending students: The assessment of the course consists of:</p> <ol style="list-style-type: none"> <li>1. class participation (5% in-class oral contributions);</li> <li>2. lab project 1 (30% written project report done in groups),</li> <li>3. lab project 2 (10% written project done individually);</li> <li>4. individual presentation (10% oral presentation on a relevant topic chosen by the student);</li> <li>5. reaction paper (20% written report to test knowledge application skills);</li> <li>6. final exam (25% written exam with review questions)</li> </ol> <p>Non attending students: The assessment of the course consists of:</p> <ol style="list-style-type: none"> <li>7. final exam (100% written exam with review questions)</li> </ol>
<b>Assessment language</b>	English
<b>Evaluation criteria and</b>	Attending students: Sum of marks from partial

<b>criteria for awarding marks</b>	<p>assessments. Class participation 5%; lab projects (focus group; press release) 40%; individual presentation 10%; reaction paper 20%; final exam 25%.</p> <ul style="list-style-type: none"> <li>• relevant for assessment 1: ability to orally contribute to class discussions;</li> <li>• relevant for assessment 2: ability to work in a team, listening skills, ability to summarize in own words, clear and concise writing skills;</li> <li>• relevant for assessment 3: mastery of language, clear and concise writing skills;</li> <li>• relevant for assessment 4: mastery of language, ability to summarize the chosen topic and present it in front of the class in a clear and concise manner, ability to identify new areas of application;</li> <li>• relevant for assessment 5: mastery of language, critical thinking skills, ability to summarize in own words;</li> <li>• relevant for assessment 6: mastery of language, ability to summarize in own words.</li> </ul> <p>Non attending students: Final exam (100% written exam)</p> <ul style="list-style-type: none"> <li>• relevant for assessment 7: mastery of language, ability to summarize in own words.</li> </ul>
<b>Required readings</b>	<p>DiSanza, J. R., &amp; Legge, N. J. (2012). <i>Business and professional communication: Plans, processes, and performance</i>. Boston, MA: Allyn &amp; Bacon. [selected chapters]</p> <p>Miller, K. (2005). <i>Communication theories: Perspectives, processes, and contexts</i>. Boston, MA: McGraw-Hill Higher Education. [selected chapters]</p> <p>Wilcox, D. L., Cameron, G. T., Reber, B. H. (2014). <i>Public Relations: Strategies and Tactics (11th Edition Global edition)</i>. Pearson [selected chapters]</p> <p>Bobbit, R., &amp; Sullivan, R. (2013). <i>Developing the Public Relations Campaign: A Team-Based Approach</i>. Pearson. [entire book]</p>
<b>Supplementary readings</b>	<p>Additional readings materials will be available in the reserve collection.</p>