Strategic Communications

OPTIONAL TEXT:

OVERVIEW: Strategic communication helps an organization determine who it wants to talk to, understand the reason for the communication activity, decide what form of communication the content should take, and choose what channels are best used to share that information. The focus should be based on a goal of informing, inspiring, or attracting people and/or organizations.

Students will be able to:

1. Identify audiences and evaluate message delivery and feedback.
2. Determine strategic messaging goals and objectives.
3. Develop key messages and analyze communication effectiveness.
4. Develop a tactical plan.
5. Identify measures of evaluation.

This plan is targeted to people and organizations who wish to start or improve strategic messaging based on goals and objectives.