



湖北工业大学
HUBEI UNIVERSITY OF TECHNOLOGY

Course Title	Applied Communication Strategy Studio
Course Code	COMM 5551
Semester	Summer 2026
Course Length	4 Weeks, 60 Contact Hours
Credits	4
Instructor	TBA
Office	TBA
Email	TBA
Prerequisite	Graduate standing in Communication, Public Relations, Media Studies, Organizational Leadership, Business.

Course Description:

How do communication professionals transform complex client needs into strategic communication solutions? How do research, audience analysis, media planning, and professional collaboration shape contemporary communication practice?

Applied Communication Strategy Studio introduces students to the strategic development processes used within professional communication industries. Through applied studio-based learning, students engage with simulated client scenarios, organizational communication challenges, and strategic planning frameworks while developing industry-oriented communication solutions.

The course emphasizes the integration of communication theory, audience research, branding, stakeholder engagement, media planning, and strategic storytelling. Students examine the full development process of professional communication strategy, from interpreting a client brief to conducting situational analysis, establishing campaign objectives, developing messaging frameworks, and preparing integrated communication plans.

Students work collaboratively and independently to investigate contemporary communication environments including digital media, public relations, organizational communication, social advocacy campaigns, and cross-platform communication systems. Studio workshops, critiques, research exercises, and collaborative consultations support the development of analytical thinking, strategic decision-making, and professional communication leadership.

The course prepares students for advanced capstone project development by strengthening professional communication planning, client management, teamwork, and applied problem-solving capabilities within real-world communication contexts.

Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** – Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

Student Learning Outcomes:

Upon completion of this course, students will be able to:

- Analyze client communication problems within organizational, social, and cultural contexts;
- Conduct audience research and stakeholder analysis using qualitative and quantitative methods;
- Develop integrated communication objectives and strategic messaging frameworks;
- Design professional communication plans across digital, social, and traditional media environments;
- Evaluate ethical, social, and cultural implications of communication strategies;
- Collaborate effectively within professional communication teams and studio environments;
- Present strategic recommendations through written, visual, and verbal communication formats;
- Apply critical reflection to communication planning and professional development processes;
- Integrate communication theory into applied strategic decision-making;
- Demonstrate advanced professional communication and project management skills.

Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements:

Cornelissen, Joep. *Corporate Communication: A Guide to Theory and Practice*.

Heath, Robert L. *The Handbook of Public Relations*.

Jenkins, Henry et al. *Spreadable Media: Creating Value and Meaning in a Networked Culture*.

Course Requirements:**Client Brief Analysis and Research Portfolio (20%)**

Students analyze a simulated client brief and develop a comprehensive research portfolio including audience insights, stakeholder mapping, environmental scanning, and communication problem analysis.

Strategic Communication Plan I (20%)

Students develop a strategic communication framework including objectives, messaging systems, communication channels, and implementation planning.

Collaborative Studio Workshops and Critiques (15%)

Students participate actively in collaborative workshops, peer critiques, communication exercises, and professional consultations.

Reading Responses and Applied Case Discussions (10%)

Students complete written reflections and participate in seminar discussions examining contemporary communication case studies and professional communication challenges.

Strategic Communication Plan II (25%)

Students refine and expand their communication strategy into a fully integrated campaign proposal with implementation recommendations and evaluation methods.

Professional Participation and Engagement (10%)

Students are expected to contribute actively to studio learning, consultations, presentations, and collaborative activities throughout the course.

Assessments: Activity	Percent Contribution
Client Brief Analysis and Research Portfolio	20%
Strategic Communication Plan I	20%
Collaborative Studio Workshops and Critiques	15%
Reading Responses and Applied Case Discussions	10%
Strategic Communication Plan II	25%
Professional Participation and Engagement	10%

Grading:

Final grades will be based on the sum of all possible course points as noted above.

Grade	Percentage of available points
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	64-69

D- 60-63
F 0-59

Course Schedule:

The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.

COMM 5551 Schedule		
Lecture	Topic	Readings
L1	Introduction to Strategic Communication Practice	Course Reader
L2	Understanding Client Briefs and Industry Expectations	<i>Cornelissen</i> Ch.1
L3	Situational and Environmental Analysis	Selected Articles
L4	Stakeholder Mapping and Audience Segmentation	<i>Heath</i> Selections
L5	Communication Research Methods	Supplemental Readings
L6	Brand Identity and Organizational Messaging	Multimedia Sources
L7	Strategic Storytelling and Narrative Development	<i>Jenkins</i> Ch.2
L8	Media Ecosystems and Platform Strategy	Selected Essays
L9	Integrated Communication Planning	<i>Cornelissen</i> Ch.4
L10	Ethics and Responsibility in Communication Practice	Journal Articles
L11	Communication Metrics and Evaluation Systems	Digital Resources
L12	Workshop: Research Portfolio Development	Independent Studio Work
L13	Midterm Strategic Reviews	Review Materials
L14	Crisis and Reputation Communication Strategies	<i>Heath</i> Selections
L15	Visual Communication and Presentation Design	Multimedia Sources
L16	Social Media and Community Engagement	Supplemental Readings
L17	Communication Leadership and Team Collaboration	Selected Articles
L18	Professional Communication Writing	Course Reader
L19	Cross-Cultural Communication Strategy	Journal Articles
L20	Strategic Campaign Architecture	<i>Cornelissen</i> Ch.7
L21	Studio Consultations and Strategy Refinement	Independent Research
L22	Evaluation and Impact Measurement	Digital Resources
L23	Proposal Development Workshop	Studio Consultations
L24	Final Strategic Presentation Preparation	Review Materials
L25	Final Strategic Communication Presentations	Final Review

Accommodation Statement:

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

Academic Integrity Statement

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student

judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or outside the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Other Items:

Attendance and Expectations

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

Assignment Due Dates

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

Make-Up Work

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

Access, Special Needs, and Disabilities

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.