

Syllabus Strategic Communication & Sustainable Development II



International Strategic Communication (Term 2)

Name of Institution: CHE / Ede Christian University of Applied Sciences (Netherlands)

Course Number/Name: International Strategic Communication and Sustainable Development **Place in year:** November 2024 – January 2025

Number of Hours (full semester total): 420

Number of Credits (EC): 15 EC

Prerequisites for the course: 2 years of Higher Education

Length of the course (in weeks): 10

Instructor Name(s):

- Mr Marcel Catsburg
- Mr Harm Hilvers
- Mr Jeroen van der Zeeuw

General Remarks

This course consists of two programs, which both relate to the field of international communication, but are organized as two different program elements. For the sake of simplicity these two programs are mentioned separately.

1 Sustainability Communication (7,5 EC)

This advanced course uses the content of two previous classes offered in term 1 – International Strategic Communication and Sustainable Development – as a stepping stone to further investigate the relation between communication / marketing and organisational and societal issues having to do with sustainable development.

Students will be further introduced to strategies, techniques and activities that organisations develop and implement to market or communicate their sustainability commitment (related to the Sustainable Development Goals) and expose their successes and/or failures. In our current society with huge societal challenges - as formulated in the Sustainable Development Goals - companies have to assume their societal responsibility as well. They need to behave in a socially responsible way in order to obtain their 'licence to operate'. In this respect the last decades many companies have moved from philanthropic and charitable initiatives to Corporate Social Responsibility (or ESG: Ecological | Social | Governance-issues).

Learning outcomes:

- Students have a thorough understanding and knowledge of the concepts of sustainable development, corporate social responsibility (ESG) and creating shared value.
- Students have a thorough understanding and knowledge of strategies, techniques and activities of Sustainability Communication and Communication for Sustainability.
- Students can develop appropriate communication strategies and means of communication.
- Students can make a thorough analysis of an organisation's CSR efforts and her corresponding communication practice.
- Students develop a sensitive ethical awareness about truthful, transparent and accountable practises and communication.

Textbooks used:

- Wide range of articles and audiovisual documents

Assignment

This group assignment consists of making an elaborate issue and stakeholder analysis for a specific societal issue, and connecting this to a comparative analysis on how organizations deal with this issue. Based on their knowledge of this issue students develop a public campaign aimed at changing people's attitudes and/or behaviour towards this issue.

2 Nation Branding (7,5 EC)

In this group assignment students undertake a project in the field of nation branding. First, students do research on the application of the SDGs in a number of preselected countries. Secondly, they jump into the topic of nation branding and find out how the same preselected countries give shape to their nation brand. We also take a closer look at the nation brand of the European Union, a very particular one as research shows. Finally, students combine the learnings of the two previous assignments and draft an advice for the government of one of the preselected nations, so that this government can improve its nation brand from the perspective of the SDGs. We make extensive use of Simon Anholt's work on nation branding in this course, and we take recent scientific research for up-to-date examples. The goal of this assignment is to provide students with the opportunity to gain business experience in on sustainable nation branding.

Textbooks used:

- Articles related to the topic of project management