



Faculty of Arts and Social Sciences
Media and Communication Studies

Course Reading

Strategic Communication and the Analytical Organisation

Valid from 05/06/2019

Course Code: MKGA93

Course Title: Strategic Communication and the Analytical Organisation

Credits: 7.5 ETCS cr

Degree Level: Undergraduate level

Books

Falkheimer, Jesper, Heide, Mats (2018). *Strategic communication. An introduction*. Abingdon, Oxon; New York, NY: Routledge

Finlay, S. (2014). *Predictive analytics, data mining and big data. Myths, misconceptions and methods*. Houndmills, Basingstoke/New York: Palgrave Macmillan Chapter 2.

Freberg, Karen (2019). *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications*. Thousand Oaks, California: SAGE

Gillis, T. (ed) (2006). *The IABC handbook of organizational communication: A guide to internal communication, public relations, marketing and leadership*. San Francisco: Jossey-Bass

Reference material

Hart, C., Hendricks, J.A. and Thorsen Bond, L. (2013). Marketing techniques and strategies: Using social media as a revenue-generating vehicle. In Hendricks, J.A. and Noor Al-Deen, H.S (Editor). *Social media and strategic communications* (p. 45-61) Houndmills, Basingstoke/New York: Palgrave Macmillan

Solis, B. (2009). *Putting the public back in public relations - How social media is reinventing the aging business of PR*. Upper Saddle River, NJ: Pearson Education

Additional course readings of 100-200 pages will be provided by the course convenor.

Approved by the Faculty Board of Arts and Social Sciences 04/10/2019