COM3511: AI AND STRATEGIC COMMUNICATION

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

AI and Strategic Communication

Subject Code

COM - Media and Communication

Course Number

3511

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

COM3505 Internet Content Management for Strategic Communication

Part II Course Details

Abstract

This is an introductory course on AI (artificial intelligence) technology and communication, aiming to provide conceptual foundations of AI and its practical applications on strategic communication. From the interdisciplinary perspective, it delivers the basic elements and functions of AI and discusses the role of AI in human communication. It introduces students to various applications of AI on strategic communication, including health campaigns, political advertising, misinformation correction and e-marketing. It also provides students with basic analytic tools, such as automated content analysis and statistical classification.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate conceptual understanding of elements and principles of AI and relationships with communication	20		x	x
2	Explain the applications of AI to strategic communication	20		x	x
3	Design strategic communication campaign	30	x	x	x
4	Perform basic automated content analysis	30	x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will actively participate in the lecture to learn key concepts, theories, and analytical skills.	1, 2, 3, 4	3
2	Case studies	Students will analyze real-world communication examples.	2, 3, 4	3
3	Campaign design project	Students will design a persuasive communication message to practice skills and techniques.	3, 4	3
4	Text analysis project	Students will practice statistics software tools to analyze Internet content in website.	4	3

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Problem-based assignments: Students will analyze and resolve conceptual and technical problems.	1, 2, 3, 4	25	
2	Quiz: Students will describe and explain basic concepts and principles of AI and applications on strategic communication.	1, 2, 3, 4	25	
3	Group project: Students will design strategic communication campaigns with AI technologies and analyze the Internet content using statistics software tools.	3, 4	50	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Assignments

Criterion

Evaluate students' ability to resolve conceptual and technical problems

Excellent (A+, A, A-)

Student work shows strong understanding of concepts and theories covered in class and demonstrates strong ability to resolve technical problems

Good (B+, B, B-)

Student work shows significant understanding of concepts and theories covered in class and demonstrates significant ability to resolve technical problems

Fair (C+, C, C-)

Student work shows moderate understanding of concepts and theories covered in class and demonstrates moderate ability to resolve technical problems

Marginal (D)

Student work shows basic understanding of concepts and theories covered in class and demonstrates basic ability to resolve technical problems

Failure (F)

Student work fails to demonstrate ability to resolve conceptual and technical problems

Assessment Task

Quiz

Criterion

Demonstrate knowledge on principles and techniques of AI and strategic communication

Excellent (A+, A, A-)

Student demonstrates strong understanding of principles and techniques of AI and strategic communication

Good (B+, B, B-)

Student demonstrates significant understanding of principles and techniques of AI and strategic communication

Fair (C+, C, C-)

Student demonstrates moderate understanding of principles and techniques of AI and strategic communication

Marginal (D)

Student demonstrates basic understanding of principles and techniques of AI and strategic communication

Failure (F)

Student cannot demonstrate understanding of principles and techniques of AI and strategic communication

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Assessment Task

Group project

Criterion

Evaluate students' ability to designing communication campaigns and using statistical software tools to analyze the Internet content in website

Excellent (A+, A, A-)

Student work demonstrates strong skills of designing communication campaigns and strong ability to analyzing the Internet content

Good (B+, B, B-)

Student work demonstrates significant skills of designing communication campaigns and significant ability to analyzing the Internet content

Fair (C+, C, C-)

Student work demonstrates moderate skills of designing communication campaigns and moderate ability to analyzing the Internet content

Marginal (D)

Student work demonstrates basic skills of designing communication campaigns and basic ability to analyzing the Internet content

Failure (F)

Student fails to demonstrate any ability of designing campaigns or analyzing the web content data

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Part III Other Information

Keyword Syllabus

Artificial intelligence, strategic communication, communication campaign, digital advertising, e-marketing, web content, automated content analysis, group collaboration systems, Web 2.0 technology

Reading List

Compulsory Readings

	Title
1	Cialdini, R. B. (2021). Influence: The psychology of persuasion. Harper Business.
2	Silge, J., & Robinson, D. (2017). Text mining with R: A tidy approach. O'Reilly.
3	Sundar, S. S., & Lee, E.-J. (2022). Rethinking communication in the era of artificial intelligence. Human Communication Research, 48(3), 379-385.

Additional Readings

	Title
1	Huang, G., & Wang, S. (2023). Is artificial intelligence more persuasive than humans? A meta-analysis. Journal of Communication, 73(6), 552-562.
2	Liao, W., Oh, Y. J., Feng, B., & Zhang, J. (2023). Understanding the influence discrepancy between human and artificial agent in advice interactions: The role of stereotypical perception of agency. Communication Research, 50(5), 633-664.
3	Smith, P. R., & Zook, Z. (2024). Marketing communications: Integrating online and offline, customer engagement and digital technologies (8th ed.). Kogan Page.
4	Wojcieszak, M., Thakur, A., Ferreira Goncalves, J. F. et al. (2021). Can AI enhance people's support for online moderation and their openness to dissimilar political views? Journal of Computer-Mediated Communication, 26(4), 223-243.