

MAKERERE UNIVERSITY
MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF BUSINESS ADMINISTRATION
DEPARTMENT OF BUSINESS COMMUNICATION

COURSE OUTLINE: WRITING FOR STRATEGIC COMMUNICATION (WSC)

Programme:	Master of Business Administration (MBA)
Year of Study	Two
Course Code:	MBA 8173
Facilitators:	Alice Arinaitwe, PhD and Ms. Yunia Musasizi Alele
Academic Year:	2026/2027, Semester One

Course Description

Writing skills are important in today's competitive work environment. Writing for Strategic Communication equips Master of Business Administration students with the vital writing skills needed to support an organisation's strategic communications objectives. These include speech writing, public relations writing (including writing for social media) and organisational writing. Students will develop skills in drafting, editing, and polishing strategic communication writing, including plans, press releases, speeches, social media writing, opinion pieces and scripts. The course adopts an applied orientation designed to develop a student's writing abilities as a current or aspiring strategic communications professional. This course will explore the nexus between audience, message structure, and medium through exercises in strategic writing and the development of a professional writing portfolio.

Course Objectives

- i. To introduce students to the nexus of content and contextual design of standard strategic communication messages and documents.
- ii. To enhance students' quality of writing, including adherence to purpose, focus on the target audience, organisation, and fundamental principles.
- iii. To develop students' professional strategic writing practices.
- iv. To enhance students' skills in creating a professional writing portfolio

Learning Outcomes

At the end of the course, the students should be able to:

- i. Apply effective writing techniques across an organisation's strategic communication functions.
- ii. Design standard strategic communication messages and documents.
- iii. Create high-quality documents for print, broadcast, and online/social media in a variety of strategic disciplines, i.e. public relations and business communication.
- iv. Create writers' portfolios.

MUBS VISION: The benchmark for Business and Management Education, Research and Training in the region.

MUBS MISSION: To enable the future of our clients through creation and provision of knowledge

Method of Delivery:

Class sessions may include, but are not limited to:

- Class discussions & exercises
- Document reviews & critiques
- Guest Lecture

Mode of Assessment**Assignments****Points**

Class attendance

05%

Writing Assignments

20%

Group work/exercises

15%

Final University Exam

60%

Total**100%**

COURSE DETAILS		SCHEME OF WORK	
Topic	Details	Duration	Week No.
1) Introduction	• Overview of Strategic Communication Writing • Types of Strategic Communication Writing • The Role of Writing in Strategic Communication • Planning for Writing	3 Hours	1
2) Professional Writing Principles	• Fundamental Writing Principles • Writing style • Active and Passive Voice • Areas of emphasis in writing (Non-verbal cues) • Artificial Intelligence in writing • Writing Model	3 Hours	2 & 3
3) Writing and Publishing Process	• The Writing and Publishing Framework ✓ Topic/title ✓ Audience analysis ✓ Source of information identification ✓ Drafting ✓ Approvals and other protocols ✓ Channel selection (Official and unofficial channels) ✓ Publishing • The Writing Toolbox & Writing Tools ✓ Interviewing ✓ Note-taking ✓ Quoting	9 Hours	4, 5 & 6
4) Writing for an Internal Audience	• Letters • Emails	6 Hours	7 & 8

MUBS VISION: The benchmark for Business and Management Education, Research and Training in the region.

MUBS MISSION: To enable the future of our clients through creation and provision of knowledge

	• Memos • Reports		
5) Using media for the External Audience	• Evolution of Media ✓ Role of media to organisations ✓ Media Writing and Public Relations • Writing for Social Media ✓ Social Media as a Strategic Communication Tool ✓ Social Communication Tools and Platforms ✓ Social Media Campaigns • Writing for Print Media ✓ Letters (letters to the editor) ✓ Brochures ✓ Banners & Flyers ✓ Media Kits ✓ Newsletters ✓ Press Release	9 Hours	9, 10 & 11
6) Writing Ethics	• Code of Ethics in organisations • Ethical Dilemmas ✓ Defamation ✓ Conflict of interest ✓ Plagiarism ✓ Lack of transparency ✓ Duress & undue influence ✓ Misleading correspondence	3 Hours	12
7) Writing Portfolio	• Importance of A Writing Portfolio? • Online Versus Hardcopy Portfolio • Writing Portfolio Content • Evaluation (assessing impact)	3 Hours	13
8) Guest Lecture and Experience Sharing	Experiences and the practice of writing for strategic communication	3 Hours	14
Total		45	13

MUBS VISION: The benchmark for Business and Management Education, Research and Training in the region.

MUBS MISSION: To enable the future of our clients through creation and provision of knowledge

Reading list

1. Busse, C., & August, E. (2020). How to write and publish a research paper for a peer-reviewed journal. *Journal of Cancer Education*.
2. Guo, A., Wang, L., Heer, J., & Zhang, A. (2024). Preserving writer values in AI writing assistance tools. *Proceedings of the Third Workshop on Intelligent and Interactive Writing Assistants*.
3. Kim, C. M. (2020). *Social media campaigns: Strategies for public relations and marketing*. Routledge.
4. Marsh, C., Guth, D. W., & Short, B. P. (2015). *Strategic writing: Multimedia writing for public relations, advertising, and more*. Routledge.
5. Nash, R. J., & Viray, S. (2013). The writer's toolbox: Practical tips and questions for SPN writers: Part one. In *Our stories matter: Liberating the voices of marginalized students through scholarly personal narrative writing* (pp. 82–96).
6. Roberts, J. (2016). *Writing for strategic communication industries*. The Ohio State University.
7. Strunk Jr, W., & White, E. B. (1999). *The elements of style illustrated*. Penguin.
- 1) Key sources of reading materials: Journal articles, (<http://www.emeraldinsight.com>, <http://www.search.ebscohost>, [google.com](http://www.google.com))

MUBS VISION: *The benchmark for Business and Management Education, Research and Training in the region.*

MUBS MISSION: *To enable the future of our clients through creation and provision of knowledge*