



OXEU 488

Strategic Communication of Entertainment and Culture

Summer 2025 | London, UK Study Abroad

Course Information

Instructor: Nikki McClaran, PhD, nikkim@uoregon.edu
Office hours held via video chat: calendly.com/nmccclaran

Language of Instruction: English

UO Credits: 4

Contact Hours: 40

Total Hours of Student Engagement: 120

Required Materials: All course materials will be posted to Canvas, free of cost to students

Course Description

This course explores the role of strategic communication and techniques used to encourage participation in global entertainment and culture, including music, art, sports, film, and historical sites. Students will consider both the way in which entertainment and culture are promoted to global and local audiences and the impact such communication may have on cultural identity. Students will apply course concepts by developing materials to ethically promote entertainment and culture and perform critical analyses of the communication strategies in London.

Course Objectives and Learning Outcomes

This course is designed to give students the opportunity to critically analyze and compare communication strategies in the entertainment industry and how such is shaped by and influences culture. Students will expand their understanding of and cultural awareness about the role of communication in London when promoting entertainment and culture. Students will additionally learn and practice writing, designing, and creating communication messages targeting geo-specific audiences. By the end of the course, students can expect to:

- Think critically about the role of strategic communication in entertainment and culture promotion
- Develop critical thinking and intercultural communication skills related to promotion
- Create strategic messaging and communication materials targeting diverse and geo-specific audiences

- Enhance research, writing, editing, and publishing skills



Expectations, Communication, and University Policies

Course Communication

All formal communication about grades and assignments will be available on our Canvas page. It is expected that you check Canvas each weekday for new announcements and assignments. Informal communication, such as questions about assignments, can be done either through direct email to the instructor or via the course Slack group.

Course Structure and Modality

The course will include a mix of classroom lecture and activities and excursions to relevant entertainment and culture sites in the program location (e.g., sports venue, historic site). Excursions will include tours and meetings with on-site communication professionals as available. Readings will include articles and case studies about strategic communication generally, and often with a focus on entertainment and culture communication. Readings and research relevant to excursions will also be assigned.

Classroom Behavior Expectations

The expectation is that you will be active and professional during class and any excursions. Active participation includes contributing to the discussion, asking questions and showing an interest in learning. Professionalism involves treating your instructor, peers, class visitors, tour guides and anyone else you encounter during this experience in a respectful fashion, arriving on time, dressing in a socially and culturally appropriate manner, and turning in assignments on time. With that said, I know living in a new culture and location can be jarring and unfamiliar, so if at any time, you're worried about expectations, feel welcome to come talk with me about it.

University Policies

This course follows all University Policies, including those on academic misconduct, accessible education and accommodation, mandatory reporting, and emergency response. All policies can be [found here](#).



Assignments and Grading Overview

Course Outline

The basic structure of the course is outlined below but expect some adjustments in the schedule as excursions are finalized and altered. Lecture materials will be catered to complement site visits as they are made, including on-site visits and guest speakers.

Week	Structure	Contact Hours
Week One	Two classroom sessions + 1 excursion	8 + 2
Week Two	Two classroom sessions + 2 excursions	8 + 4
Week Three	One classroom sessions + 2 excursions	4 + 4
Week Four	Two classroom sessions + 1 excursions	8 + 2
	Total Contact Hours	40

Assignments Overview

The assignments for this class will include:

- **In-Class Participation** (30% of total grade): Students are expected to attend all classes and be active participants, which means coming to class prepared by reading weekly materials, engaging in discussions, and showing an interest in learning, such as not completing other activities during class time (e.g., online shopping). Various in-class and on-site assignments will be assigned.
- **London Entertainment Strategic Plan** (30% of total grade): Working with a partner, you will develop a communications plan to promote an entertainment or culture-focused site in London (not visited as part of the curriculum). The plan will need to include background research, a key message strategy, a target audience, and at least one creative output, such as social media post, news release, or flyer.
- **Site Ambassador** (30% of total grade): Students will be assigned as a site ambassador for one of the program activities. The site ambassador will research the site before the class present, including the communication strategies employed by the site, and present it to the class with a deliverable. The site ambassador will then write a blog post about the group's experience at the site for the class blog.
- **Culture Research** (10% of total grade): Students will interview at least three people living in London to ask them about their entertainment and culture promotion preferences, needs, and reactions. The conversation will include their impressions of how British culture and media have influenced America and vice versa throughout history to the present day. Students will submit a written report with their findings.

Grades

Rubrics for course assignments will be available on Canvas. Grades will be assigned based on the percentage you accumulate using the following scale:

Grading Scale	Percentage (%)	Standard
A- A A+	90-93 94-96 97-100	Professional quality work that demonstrates mastery or high-level comprehension of concepts
B- B B+	80-83 84-86 87-89	Near professional work that shows good comprehension of concepts
C- C C+	70-73 74-76 77-79	Acceptable work that shows adequate comprehension of concepts
D- D D+	60-63 64-66 67-69	Less than acceptable work that does not show adequate comprehension of concepts
F	Below 60	Non-performance or unacceptable work