

# JOUR 320

## Strategic Communication I – Introduction to Strategic Communication Fall 2019

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She/her/hers

### Course Information

Meets 1:00-2:15 T/R 330 Strong Hall

### Office Hours

Lawrence: Dole 2063 Tu 11-12 and Thurs 2:30-3:30 and by appointment.

I'm also available in my Edwards Campus office on Wednesdays and most M/F by email/phone but be aware I'm teaching M/W/R evenings at Edwards.



### Course Description and Objectives

Students develop an understanding of how organizations develop effective, research-based communication plans to accomplish their objectives. It examines the role of communications in strategic planning and explores career opportunities in professions such as advertising, public relations and sales. JOUR 320 provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse environment. For students entering the Strategic Communication track of the School of Journalism & Mass Communications, JOUR 320 provides the foundation for core courses in research methods, message development and strategic campaigns. *Prerequisite: Junior standing or completion of JOUR 101 with a grade of C (2.0) or higher.*

### Your Instructor

I began teaching at the University of Kansas in 2016 after more than 20 years in public relations, marketing communication, brand and strategy at Fortune 500 companies in telecommunications and financial services. My home base is at our Edwards Campus in Overland Park where I teach courses in the master's degree programs in Integrated Marketing Communications and Digital Content Strategy, but I also regularly teach undergraduate courses in the J-school's strategic communications track, including Message Development and Strategic Campaigns.

## Textbook (Required)

Integrated Marketing Communication: Advertising and Promotion in a Digital World  
By Jerome M. Juska

## Online Resources

Blackboard: <http://courseware.ku.edu>

Website accompanying our text:

<https://routledgetextbooks.com/textbooks/9781138695443/resources.php>

## Grading and Assignments

Each student's final grade in this course will be based on the following assessments:

### Exams (450 points total)

There will be three exams, worth 150 points each -- based on classroom lectures, discussion, guest speaker presentations and assigned reading. The final exam, will be comprehensive.

### Quizzes (140 points total)

There will be four quizzes, each worth 35 points. These are designed to check the progress of the class in learning the material and help you prepare for the exams.

### Assignments (300 points)

You will complete three assignments. The details for each will be announced in class. Assignments will be submitted to the course Blackboard site.

### Attendance and exercises (80 points)

In addition to attendance, professionalism and participation, you will periodically earn points for in-class exercises.

### Research participation (30 points)

You will be given the opportunity to assist KU Journalism doctoral students with their thesis research. Details will be announced in class.

The grading scale for this class follows the standards for the J-School:

A 93 – 100 A- 90 – 92 B+ 88 – 89 B 83 – 87 B- 80 – 82 C+ 78 – 79 C 73 – 77 C- 70 – 72  
D+ 68 – 69 D 63 – 67 D- 60 – 62 F 0 – 59

**Attendance in this class is required** Three or more absences will result in reduction of your final course grade. Student athletes should contact me by email with listed dates requiring absence. Please email me any conflicts with religious observations within the first two weeks of the semester. Efforts will be made to share content with these excused students and provide alternative test times or assignments for participation points.

In that this is a professional school, you will be treated as a professional with the same expectations as a profession. That means coming to class on time and meeting all class deadlines. It also covers issues such as personal conduct and plagiarism. Your professor reserves the right to deduct points from a student's grade for failing to meet professional expectations.

### **Journalism School Policy on Classroom Attendance**

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

### **Inclement Weather/Class Cancellations**

In the event of inclement weather, the decision to cancel classes is made by KU officials. Any decision to cancel classes will be announced online, via KU's alert system or in a recorded message at 864-7669 (864-SNOW).

### **Diversity, inclusivity, and civility**

The instructor considers this classroom to be a place where you will be treated with respect as a human being – regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, gender identity, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the instructor's expectation that ALL students experience this classroom as a safe environment.

The University of Kansas supports an inclusive learning environment in which diversity and individual differences are understood, respected, and appreciated. We believe that all students benefit from training and experiences that will help them to learn, lead, and serve in an increasingly diverse society. All members of our campus community must accept the responsibility to demonstrate civility and respect for the dignity of others. Expressions or actions that disparage a person's or group's race, ethnicity, nationality, culture, gender, gender identity / expression, religion, sexual orientation, age, veteran status, or disability are contrary to the mission of the University and this course and will not be tolerated. We expect that KU students, faculty, and staff will promote an atmosphere of respect for all members of our KU community.

Civility and respect for the opinions of others are very important in an academic environment. It is likely you may not agree with everything that is said or discussed in the classroom. Courteous behavior and responses are expected at all times. When you disagree with someone, be sure that you make a distinction between criticizing an idea and criticizing the person.

### **Financial Aid Policy**

The KU Office of Student Financial Aid is required by they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid."

Students who receive any form of financial aid should learn all requirements including minimum

hours of enrollment and grades to qualify for and retain that aid.

### **Misconduct**

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

### **Policy on Plagiarism and Fabrication/Falsification**

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

**Plagiarism:** Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

**Fabrication and Falsification:** Unauthorized alteration or invention of any information or citation in an academic exercise.

### **Students with Special Needs**

The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (V/TTY) , coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

### **Copying or Recording**

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

### **Concealed Weapons Policy**

Individuals who choose to carry concealed handguns **are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy.**

Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on, and have no round in the chamber.