

**JOUR 613: International Strategic Communications
(Fall 2017)**

**Class Time: M/W 12:30 – 1:45pm
(STFL 206)**

Instructor:	Dr. Hyejin Bang
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Phone:	785.864.0611
Office Hours:	M 2:00 pm-3:00 pm, W 10:00-11:00am and by appointment

Note:

The schedule below may be modified and any potential changes will be announced in advance.

COURSE DESCRIPTION

This course examines the process by which professional promotional communicators operate in a global multicultural environment. It aims to instill an appreciation for the challenges in crossing cultures, beginning with research and continuing through examining or creating culturally appropriate messages to be delivered in country-specific ways. The course covers differences among cultures and their communication styles, economic systems, demographics, politics, regulatory environment, research practices and media systems. Through case studies and projects, this course gives students a framework from which to sort through the challenges of global marketing communications.

COURSE OBJECTIVES

The course is designed to accomplish the following learning objectives:

- To help you understand the major concepts of international advertising.
- To help you deepen your appreciation for differences among societies and cultures.
- To help you understand the potential influence of cultural factors on international and cross-cultural advertising
- To help you apply basic integrated strategic communications skills across cultures.
- To help you realize that the “way we do things in the U.S.” is not the way the world works.

TEXTBOOK

1. Marieke de Mooij, *Global Marketing and Advertising: Understanding Cultural Paradoxes*, 3rd edition
2. Barbara Mueller, *Dynamics of International Advertising: Theoretical and Practical Perspectives*, Second Edition
3. Readings available on Blackboard

COURSE EVALUATION

Class Participation/Attendance	10%
Individual Assignments	10%
Group Assignment	40%
1 st Exam	20%
2 nd Exam (non-cumulative)	20%
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Total	100%

GRADING SCALE

Points for each graded assignment and total points for the semester listed on the scale below determine letter grades.

93%-100%	A
90%-92%	A-
87%-89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C-
67%-69%	D+
60%-66%	D
60%-62%	D-
59% or below	F

CLASS PARTICIPATION & ATTENDANCE (10%)

• **Participation:** The course will combine lecture/discussion/student presentation. Ideally, I would like to have discussions in which we engage with the readings and draw out relevant information as a group. As such, each of us is responsible for the quality of learning that takes place in class. The course will require considerable effort both in and out of the class. You will have **substantial, but manageable, reading assignments**. Please complete the reading assigned for the day *prior* to coming to class. **There may be “surprise” quizzes, which will affect your grade.** Being a prepared, attentive, and careful listener, and an active, thoughtful participant each day will help make our individual experiences and our class experience more meaningful.

• **Attendance:** I'll take attendance at the *beginning* of each class. Students are expected to attend *all* classes *on time*. Attendance is crucial to the success of this class. More than two unexcused absences will affect your final grade. Each additional absence will take away two points from your final grade. For instance, if you have three unexcused absences and your final calculated grade is 91, you will receive an 89 for the class. If you have four unexcused absences, I will deduct four points from your final calculated grade. Late arrivals (10 minutes) will also negatively affect your grade. Two late arrivals equal one absence. If you have more than four unexcused absences, you are eligible to be dropped from the course.

• **Absences:** Please clear absences (especially for an exam) in advance with the professor (except for medical emergencies) in writing in the form of a memo (e-mail or a hard copy). Excused absences (especially for exams) will be granted only under highly unusual circumstances, such as documented medical emergencies, death of an immediate family member and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do not qualify. Official documents will be required and may be kept by the professor for a certain period of time. In addition, if any of the crucial days this semester (e.g., an exam) is a religious holiday for you and you are not able to attend class, please notify the professor in writing by the end of the third week of this semester. Otherwise your request will not be honored.

INDIVIDUAL ASSIGNMENTS (10%)

What's New Assignments

To encourage you to be interested in the current issues in international strategic communications, you will be asked to share a current example of either successful or unsuccessful communication strategies in a global context. Also, you will be asked to analyze the cultural background/interpretation of the campaign and provide your own evaluation. The example should be less than two years old.

You will give a “mini-talk” during the semester by preparing a brief presentation. The talk should be no more than 5-10 minutes. Your presentation date will be decided in first couple of weeks of class. *You must email the instructor the slides at least 12 hours before your presentation date.

GROUP ASSIGNMENTS (40%)

Project 1: Ad/issue comparison (15%)

You will examine two ads or two public relations campaigns in two different countries (neither from the United States). This can be a consumer product, such as coffee or power tools, or it can be a cause or issue, such as blood donations or hunger relief. You can use the same brand (Coca-Cola), or you can compare two different brands for the same product (Kentucky Fried Chicken and Popeye's Chicken; L'Oreal mascara and Clinique mascara). You'll write a three- to five-page paper on how the ads are the same or different and you should prepare 10-15 minutes in-class presentation. The goal here is to see how the products are presented in different cultures, to examine the differences and similarities in the ways the messages are presented, and to think about the images used and how they might be appropriate for a particular country.

Project 2: Global Marketing Communication Plan (25%)

Consider your team as a global marketing consulting group. You have been asked to develop a global marketing communication plan for a U.S. brand (consumer product) which will be introduced in a foreign country you have chosen. Therefore, each team must choose a brand and a foreign country for this project. Your group will need to select a product or service which is currently not in the target country's markets.

Overall, your job is to build a global marketing communication plan, as it would be presented to the CMO of the client brand. To this end, you are to make decisions about specific areas and **rationalize your decisions** based on the information collected and provided about your country, as well as on any material from the textbook and class readings. More detailed guideline will be given later.

****FREE RIDERS BEWARD!** There will be an anonymous peer evaluation at the end of the group work. If you don't do your part, your grade will suffer.

EXAMS (40%)

Two exams will be held in class during regularly scheduled class period. Exams are designed to test your knowledge and application of the main ideas covered in the text chapters, class discussions and lecture notes. The exams will not be cumulative. Dates of these exams have been scheduled tentatively, but may change depending upon progress in the class. . It is important to note that **you cannot make up a missed exam for a grade. No excuse will be accepted.**

GENERAL COURSE POLICIES

Your responsibility

You are responsible for the class materials and announcements even if you do not attend class. Please do not email me and ask whether you've missed anything important today. Get lecture notes from your fellow students if you are absent.

The University of Kansas email account (@ku.edu) will be used as a primary vehicle for official communications including announcements of any changes in the course schedule or assignments. Thus, it is your responsibility to regularly monitor your KU email account. I will use the class Blackboard space to post class materials. Email is the best way to reach me out of scheduled office hours. It is recommended that you use your KU email account when corresponding with me, since messages sent from other servers can be interpreted as junk or spam and thus not received.

Finally, I reserve the right to modify this syllabus. Any changes will be announced in class and/or on our Blackboard site and become official.

Classroom behavior

Our class time is a time for learning. The atmosphere of the classroom is one of mutual respect. This means that you'll be treated with respect, and that you are expected to treat the instructor and other students with respect as well.

- Turn all cell phones off.
- Be on time.
- Don't read the newspaper, surf the Internet, study for other exams or talk to other people.
- Be engaged, active and respectful.
- Inappropriate, vulgar, obscene, threatening or other negative discourse will not be tolerated.

Cell phones & Laptops:

Refrain from using cell phones/pagers in class; please turn them off during class time unless it's requested by the instructor for learning purposes. I've found the use of technology during class (e.g., Facebook browsing, Twitter updates, shopping, checking wedding photos) is a sign of showing disrespect of the instructor and student presenters in front of you. Using technology also interferes your learning and contribution in class. All mobile devices, gadgets, etc., including phones, iPods, iPads, etc must be SILENCED and STORED during all class periods.

ACADEMIC INTEGRITY POLICY

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism. Here is the journalism school's official policy statement:

Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

- 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 this 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(s) of this 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.

School Laboratories

The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-serve basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-serve basis through Outlook Web Access, www.mail.ku.edu. Instructions are available on the J-School Web site, www.journalism.ku.edu. (Look under the “reservations” link on the right side of the page.) Students may reserve camera equipment no more than three hours at a time and for editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

There are adequate laboratory resources available for students who complete their assignments in a timely manner.

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.

- The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which 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.

INCLEMENT WEATHER AND SPECIAL NEEDS

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). 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.

COMMERCIAL NOTE-TAKING

Pursuant to the University of Kansas' [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in this course. Lecture notes and course materials may be taken for personal use, for the purpose of mastering the course material, and may not be sold to any person or entity in any form. Any student engaged in or contributing to the commercial exchange of notes or course materials will be subject to discipline, including academic misconduct charges, in accordance with University policy. Please note: note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the ADA, is not the same as commercial note-taking and is not covered under this policy.

CONCEALED HANDGUNS

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.

TENTATIVE CLASS SCHEDULE*

Week	Dates	Topics	Reading	Class exercises/ Assignments
1	21-Aug	Course Introduction		
	23-Aug	Course Introduction Cont'd, Terms		
2	28-Aug	Growth of International Business	B.M:Ch.1	
	30-Aug	Environmental Factors	M.M:	
3	4-Sep	Labor Day-No Class		
	6-Sep	The Paradoxes in Global Marketing Communications	M.M: Ch.1,2	
4	11-Sep	Values & Culture	M.M: Ch.3	WT: Group 1
	13-Sep	McDonald's in Moscow		In-class activity WT: Group 2, 3
5	18-Sep	Dimensions of Culture	M.M: Ch.4	WT: Group 4
	20-Sep	Values & Marketing	M.M: Ch.6,7	WT: Group 5
6	25-Sep	Case Studies	Readings on BB	WT: Group 5,6
	27-Sep	Culture and Consumer Behavior	M.M: Ch.5,8	WT: Group 7
7	2-Oct	1 st Exam		
	4-Oct	Researching and Applying Cultural Values	B.M:Ch.8	WT: Group 7
8	9-Oct	Project 1 Presentations		
	11-Oct	Project 1 Presentations		
9	16-Oct	Fall Break-No Class		
	18-Oct	Online Activity	Readings on BB	
10	23-Oct	Value Paradoxes in Appeals	M.M: Ch.9	WT: Group 9
	25-Oct	Execution Styles and Culture	M.M: Ch.10	WT: Group 10
11	30-Oct	Case Study	Readings on BB	WT: Group 11, 12
	1-Nov	Advertising Regulatory Considerations	B.M:Ch.9	WT: Group 13
12	6-Nov	Media & Legal Structure, The Media	B.M:Ch.7,9	WT: Group 14
	8-Nov	The Media (Contn)	B.M:Ch.7	WT: Group 15
13	13-Nov	A Global Perspective on Ethical Perspectives	B.M:Ch.10	In-class activity WT: Group 16
	15-Nov	IBM at 100		WT: Group 17
14	20-Nov	2 nd Exam		
	22-Nov	Thanksgiving Break-No Class		
15	27-Nov	Group work day		
	29-Nov	Group work day		
16	4-Dec	Project 2 presentations		
	6-Dec	Project 2 presentations		