

**JOUR 320 (#41809):
Strategic Communication I: Introduction to Strategic Communication**

**Spring 2020: T/Th: 1:00–2:15 p.m.
330 Strong Hall**

Instructor:
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Office hours:
-Tuesdays: 3:00–4:00
-Thursdays: 11:00–12:00
-By appointment

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Greetings:

Welcome to Strategic Communication II! This course is designed to deepen your understanding of public relations and advertising. We will discuss many key concepts of strategic communication and apply them to concrete scenarios and projects during the semester.

Course description from the KU catalog:

“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. Open to non-majors.”

Learning Objectives:

By the end of this course, you should be able to:

- Explain the role of strategic communication in the marketing process
- Understand and recognize the importance of audiences’ diversity and in-group heterogeneity
- Relate primary and secondary research to strategic communication planning
- Critically think about strategic communication concepts and their practical applications
- Reflect on the relationship between your identity and marketing processes

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Reading:

The required textbook for this course is *MKTG Principles of Marketing* (10th Ed.), by Lamb, Hair and McDaniel. Additional reading materials will be posted on our Blackboard site. I expect you to have read all the assigned material before class. This will help you better understand the day's topic and will facilitate our discussions.

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Statement about diversity, inclusivity, and civility:

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. Expressions or actions that disparage a person's or race, ethnicity, nationality, culture, gender, gender identity / expression, religion, sexual orientation, age, disability, or marital, parental, or veteran status are contrary to the mission of this course and will not be tolerated. During our discussions, please respect the ideas of your peers. You are encouraged to challenge someone's particular reasoning as long as you stay courteous. You will not be judged on your personal opinions. However, I expect you to frame your arguments using the strategic communication concepts we will have addressed and clearly articulate the steps of your reasoning.

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Attendance & Expectations:

You are expected to attend all class sessions. Some absences are excused, such as illnesses accompanied by a doctor's note, family emergencies, athletic commitments, religious holidays and other similar reasons but please let me know in advance when possible so we can make arrangements to make up the missed class(es).

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 (5 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.

Participation is an important element of this course. An engaging conversation will enhance your understanding of certain concepts as well as create a healthy learning environment. Therefore, you are expected to come to class prepared to discuss the assigned readings.

You are allowed to bring laptops to class as long as you use them responsibly. However, I will ask you to close your laptops during our in-class exercises and presentations. If your laptops are distracting the class, that is, if your peers are paying more attention to your computer screen than to our class, I will ban laptop use in class for everyone. As for cell phones, please put them on silent mode. If you are expecting an important call, please let me know at the beginning of class and sit next to the classroom door.

You are responsible for completing all assignments on time. Assignments are due by the start of the class session on the date indicated unless otherwise specified on our schedule. All assignments must be typed in size 12 font, double-spaced, and sent via email to erba.projects@gmail.com. You do not need to turn in a hard copy. If you are absent, you must email your assignment by 1:00 p.m. on the due date. I will mark down late assignments (after 1:05 p.m. on the due date) by five points for each late day. Extensions may be granted only as circumstances warrant. If you do not submit an assignment within one week of its due date, you will automatically lose the points for that assignment.

Clear writing, free of spelling and grammatical errors is expected. The quality of your writing will affect your grade on written assignments: poor writing will result in poor grades.

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Assignments:

You will complete the following assignments for your final grade (see Blackboard for guidelines):

- Class participation: 5%
- Blackboard quizzes: 10%
- Research Participation Pool: 3%
- Three reflections: 30%
- Three exams: 30%
- Personal branding website: 10%
- Final exam: 12%

Class Participation: 5%

As mentioned above, your participation will impact the quality of this course. We will be addressing various aspects of strategic communication research, so regardless of your specific interests, you are expected to take advantage of our discussions to express how you feel about certain matters related to such an important aspect of your future career.

Participation includes comments and involvement in our in-class discussions, group exercises and workshops; comments or links relevant to the class posted on our Blackboard discussion board; as well as other material you will share with our class.

Blackboard Quizzes: 10%

You will complete a series of quizzes throughout the semester. You will be allowed to retake each quiz as many times as you wish to give you the opportunity to earn 100% of the credit. All quizzes must be completed by the deadline listed on the syllabus. Quizzes will not be available on Blackboard past their completion deadline. Not completing a quiz by its deadline will automatically result in the loss of the points for that particular quiz.

Research Participation Pool: 3%

This course is part of the research participant pool for the School of Journalism and Mass Communications, which means that you are expected to participate in research studies in our field as part of your overall grade. You are each expected to take part in two or three studies this semester (depending on study's length/time commitment), worth 3% of your final grade. Researchers will contact you directly during the semester with specific details about their study. If you do not wish to participate in a study, you will have the option to write a summary of a peer-reviewed research article instead (please see guidelines on Blackboard). If you do not wish to participate in any study, you will have to write three research summaries in order to obtain full credit. Deadlines to participate in the studies or write the research summaries will be set by the researchers.

Three reflections: 30%

You will complete three individual short assignments throughout the semester. The three assignments are labelled as follows on our course schedule (presented here with their

percentage/point distribution): Super Bowl Ad Analysis (40%), Research Summary (45%), and Brand Identity (15%).

Three exams (30%) & One final exam (12%)

All exams will consist of a series of multiple choice questions. Multiple-choice questions will be answered on a scantron, which I will provide. You will be allowed to bring one 4x6 index card containing notes (recto verso) from our classes to help you with the exam. However, all information on the index card must be hand-written. I will collect all index cards after the midterm and final to make sure you used them appropriately.

Personal branding website: 10%

You will create a website to brand yourself professionally using WordPress. To help you with this assignment, you will use [J-Tech](#)'s lab and online resources.

We will discuss each assignment in more detail during the semester.

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Grades:

To calculate your final grade, I will use the following scale:

A = 93-100%	C = 73-76%
A- = 90-92%	C- = 70-72%
B+ = 87-89%	D+ = 67-69%
B = 83-86%	D = 63-66%
B- = 80-82%	D- = 60-62%
C+ = 77-79%	F = 59% or below

I will only round grades up at the 0.8 level. Therefore, your grade must reach 0.8 for me to round it up. For example, if your final grade is 89.80, I will round it up to 90.00. On the other hand, if your grade is 89.79, it will stay as it is.

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Academic Integrity:

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 original work, plagiarism, fabrication or falsification, please consult the professor(s) of this course.

Original work: The expectation when you come to this class is that you come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no ‘recycling’ of assignments or papers from other classes, in the J-School or outside the J-School. Don’t recycle research papers, news stories, marketing plans, etc. If you conducted a study or a research paper on any aspect of strategic communication for another class, you cannot modify it for this class. Any efforts to recycle material will be regarded as academic dishonesty.

Plagiarism: Plagiarism is stealing. You take someone else’s ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it were your own is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past interviews or research from previous J420 students and presenting it as your own falls into the category of plagiarism.

Fabrication and Falsification: Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don’t do it.

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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.”

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Seeking Assistance:

You are urged to attend office hours or meet with me by appointment to discuss any questions pertaining to the course, the readings, exams and assignments, or career prospects and opportunities. You should not hesitate to seek continuing assistance throughout the semester.

The University of Kansas is committed to helping all students learn. Please be aware that the KU Office of Student Access Services coordinates accommodations for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <https://disability.ku.edu/>. Or you can visit the office on the first floor of Strong Hall. The phone number is: 785-864-4064. The email is: achieve@ku.edu. Please contact me privately regarding your needs in this course.

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Copying or Recording of Classroom Lectures:

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor in class and on Blackboard, are the instructor’s property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor will usually permit students to audio tape lectures, on the condition that these audio tapes 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. This also applies to any lecture notes and other content prepared by the instructor on Blackboard.

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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.

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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 uncocked position
 - Must have the safety on, and have no round in the chamber.
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Inclement Weather:

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).

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Note:

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

	Topic	Readings & Assignments
Week I		
T. Jan. 21	Course introduction	
Th. Jan. 23	Syllabus review and thinking about marketing	-Social media influencer(BB) -Influencer guidelines (BB)

Week II

T. Jan. 28	Overview of marketing	Chapter 1 – DUE: BB Quiz
Th. Jan. 30	Strategic planning	Chapter 2

Week III

T. Feb. 4	Strategic planning (cont.) & SWOT	DUE: Post ad on Blackboard
Th. Feb. 6	Ethics & CSR	-Chapter 3 – DUE: BB Quiz -Codes of ethics (BB)

Week IV

T. Feb. 11	Marketing environment	Chapter 4 – DUE: BB Quiz
Th. Feb. 13	Marketing environment (cont.) & Review	DUE: Super Bowl Ad Analysis

Week V

T. Feb. 18	Exam 1: Chapters 1 to 4	Bring index card
Th. Feb. 20	Consumer decision making	Chapter 6: pp. 88-100

Week VI

T. Feb. 25	Consumer decision making (cont.)	Chapter 6: pp. 101-113
Th. Feb. 27	Segmenting and targeting markets	Chapter 8 – DUE: BB Quiz

Week VII

T. March 3	Segmenting and targeting markets (cont.)	DUE: Post ad on Blackboard
Th. March 5	Marketing research	Chapter 9 – DUE: BB Quiz

Week VIII

T. March 10	No class: Spring Break	
Th. March 12	No class: Spring Break	

Week IX

T. March 17	Marketing research (cont.) & Product concepts	Chapter 10
Th. March 19	Product concepts	

Week X

T. March 24	Exam 2: Chapters 6, 8, 9, 10	Bring index card
Th. March 26	Online session	

Week XI

T. March 31	Marketing communication	Chapter 15 – DUE: BB Quiz
Th. April 2	Advertising	Chapter 16: pp. 280-294 DUE: Research Summary

Week XII

T. April 7	Advertising (cont.) & Public Relations	Chapter 16: pp. 294-301 DUE: BB Quiz
Th. April 9	Public Relations (cont.) & Sales	Chapter 17

Week XIII

T. April 14	Sales (cont.)	
Th. April 16	Exam 3: Chapters 15, 16, 17	Bring index card

Week XIV

T. April 21	Social media: Professional vs Personal	Chapter 18 – DUE: BB Quiz
Th. April 23	WordPress	WordPress: 9 reasons (BB)

Week XV

T. April 28	WordPress (cont.)	
Th. April 30	WordPress (cont.)	

Week XVI

T. May 5	Online session	DUE: WordPress & Brand Identity by W. May 6, 5pm
Th. May 7	Concluding thoughts	

Final Exam

Monday May 11: 1:30 – 4:00 p.m.	Bring index card
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