

# JOUR 320

## Strategic Communication I – Introduction to Strategic Communication Fall 2017

### Associate Professor David W. Guth

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### Course Information

Meets 3:00-4:14 MW, 330 Strong Hall  
Line Number: 14817

### Office Hours

4:30-5:00 MW, 11-12:00 TR  
and by appointment.



"Branding can be painful" – Gary Larson

### 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

David Guth is an associate professor at the William Allen White School of Journalism and Mass Communications at the University of Kansas. Prior to joining the faculty in August 1991, Guth served in several public information positions within the administration of North Carolina Governor Jim Martin. That included four years as the chief spokesman for the state's prison, probation and parole systems. He was also a broadcast journalist in Kentucky, Indiana, Georgia, New York and North Carolina and is a recipient of numerous reporting honors, including the prestigious Peabody Award. In addition to teaching responsibilities, Guth serves as a private public relations consultant. He has made four trips to St. Petersburg, Russia, and one trip to Ashgabat, Turkmenistan, at the invitation of the U.S. State Department. His areas of special research interest are crisis communications, political history and environmental history. He has co-authored or authored five books.

## Textbook (Required)

Michael Levens. *Marketing: Defined, Explained, Applied*, 2e. Prentice Hall 2012.

## Online Resources

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

Professor Guth's website: <http://people.ku.edu/~dguth>

## Grading and Assignments

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

### Exams (500 points total)

There will be three exams, each based on classroom lectures, discussion and assigned reading. Exams 1 and 2 are each worth 150 points. The final exam, which will be comprehensive will be worth 200 points

### Quizzes (200 points total)

There will be five quizzes, each worth 50 points and based entirely on required readings. The lowest quiz score will be dropped. There are no make-up quizzes.

### Assignments (100 points each)

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

### Extra credit opportunity (25 points)

You will be given the opportunity to pick up 25 extra-credit points by assisting a KU Journalism doctoral student with her thesis research. Details will be announced in class.

**Attendance in this class is mandatory.** Three or more unexcused absences will result in reduction of your final course grade. For the record: Traveling to weddings, family reunions or "my parents already paid for the plane tickets" are not considered valid excuses for missing class. When you expect to or have missed a class and believe it should be considered an excused absence, you should contact your professor by email within 72 hours. No appeals will be considered after that deadline expires.

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.

The grading scale for this class: 92-100% = A; 90-91.9% = A-; 88-89.9% = B+; 82-87.9% = B; 80-81.9% = B-; 78-79.9% = C+; 72-77.9% = C; 70-71.9% = C-; 68-69.9% = D+; 66-67.9% = D; 60-65.9% = D-; 0-59.9% = F

## **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.

## **Students with Special Needs**

The Office of Disability Resources (DR), 22 Strong Hall, (785) 864-2620 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 your professor privately in regard to this course.

## **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/Class Cancellations**

The Pentagon doesn't trust Professor Guth with the nuclear launch codes, nor does KU allow him to decide whether classes will be held during periods of bad weather. 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).

## **Copying or Recording of Classroom Lectures**

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 audiotape lectures, on the condition that the audiotapes are only for use 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. Violation of this policy will be considered a breach of professionalism.

## **The "No Screens" Policy**

To ensure each student's complete engagement in the class and to avoid distractions that could affect other students, the use of laptop computers, tablets and other internet-enabled devices in the lecture hall is prohibited. Your professor is not a ludite. This policy is based on experience. Violation of this policy will be considered a breach of professionalism. To complement note taking, each day's PowerPoint slides will be available on Blackboard at the conclusion of class.

## **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.

**JOUR 320 – Fall 2017**  
**StratCom I: Introduction to Strategic Communication**  
**Course Schedule and Assigned Reading**  
*Subject to Change*

Lecture Topic		Reading Assignment	Assignments
<b>August</b>			
M-21	Introduction		
W-23	Marketing: Explained	Chapter 1	
M-28	The StratComm Environment	Chapter 2	
W-30	<b>Quiz 1</b> – Ethnography		<i>Quiz covers chapters 1-2, Assign Personal Project #1</i>
<b>September</b>			
M-4	<b>Labor Day – no classes</b>		
W-6	Strategic Planning	Chapter 3	
M-11	TBD		
W-13	Broader Perspectives - Part 1	Chapter 4	<b>PP #1 due on Blackboard 11:59 p.m. Friday, 9/15</b>
M-18	<b>Quiz 2</b> – Broader Perspectives – Part 2		<i>Quiz covers chapters 3- 4</i>
W-20	Global Marketing	Chapter 5	
M-25	<b>Test 1</b>		
W-27	Customer Value and Satisfaction	Chapter 6	
<b>October</b>			
M-2	Lauren Erickson, interim director of KU Marketing Communications		Assign Personal Project #2
W-4	Consumer Behavior	Chapter 7	
M-9	Marketing Research – Part 1	Chapter 8	
W-11	Marketing Research – Part 2		
M-16	<b>Fall Break – no classes</b>		
W-18	Marketing Communications Ethics		<b>PP #2 due on Blackboard 11:59 p.m. Friday 10/20</b>

M-23	<b>Quiz 3 – Public Opinion</b>		<i>Quiz covers chapters 5-8</i>
W-25	Branding	Chapter 9	
M-30	Segmenting, Targeting and Positioning – Part 1	Chapter 10	Assign Personal Project #3

## November

W-1	Segmenting, Targeting and Positioning – Part 2		
M-6	The Marketing Plan	Chapter 11	
W-8	<b>Test 2</b>		
M-13	Marketing Communications	Chapter 16	
W-15	Advertising		<b>PP #3 due on Blackboard 11:59 p.m. Friday 11/15</b>
M-20	<b>Quiz 4 – Public Relations</b>		<i>Quiz covers chapter 16</i>
W-22	<b>Thanksgiving Break – no classes</b>		
M-27	Sales Promotions		
W-29	Personal Selling	Chapter 17	

## December

M-4	Direct Marketing		
W-6	<b>Quiz 5 - The Communication Mix</b>	Chapter 18	<i>Quiz covers chapters 17-18</i>
F-15	<b>Final Exam – 1:30 - 4:00 p.m. – 330 Strong Hall</b>		