

Strategic Communication II: Principles of Advertising and Public Relations

JOUR 420 (#60182 MW, #60181 TR)

Spring 2017

MW: 12:30–1:45 p.m. Malott Hall 2048

TR 2:30 p.m.-3:45 p.m. Stauffer-Flint Hall 100

Professor:

Dr. Barbara Warner

Office: 316 Stauffer-Flint Hall

Email: warner@ku.edu

Phone: 785-864-7645 (use during office hours only)

Office Hours:

1 p.m.-2 p.m. Tuesdays & Thursdays
and by appointment

Graduate Assistant:

Jiang Liefu

Email: liefujiang@ku.edu

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. This syllabus is meant for both sections I am teaching. As these are on different days, please note your dates on the course outline.

Course Description from the KU Catalog:

“This course deepens students’ exposure to and understanding of two major disciplines within the broader area of strategic communication: advertising and public relations. Approximately half the course will be devoted to coverage of the principles of advertising; the other half will be devoted to coverage of the principles of public relations. Content will include defining the two professions, exploring their status within the broader area of strategic communication and analyzing current and projected professional activities. Students will gain an understanding of the principles of these evolving, separate but related major professions within strategic communication. Prerequisite: Admission to the School of Journalism and JOUR 433 for students who started at KU prior to Fall 2012. For those who started Fall 2012 or after, prerequisites are: Admission to the School of Journalism and JOUR 320.”

Learning Objectives:

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

- Understand how strategic communication activities differ by organization and target audiences
- Identify strategic communication tactics used in everyday life
- Analyze the opportunities/challenges facing strategic communication practitioners
- Critically evaluate public strategic communication research and execution
- Research, formulate, analyze and present strategic communication cases
- Keep in mind inclusion and diversity in all your professional efforts

Textbook:

The required textbook for this course is a spiral-bound custom book that contains chapters from *Public Relations: A Value Driven Approach* (5th ed.), by David Guth and Charles Marsh, as well as chapters from *Advertising & IMC: Principles and Practice* (9th ed.), by Sandra Moriarty, Nancy Mitchell and William Wells.

Additional Materials:

Additional materials are posted on our Blackboard site. Also, you need one package of 4” x 6” index cards.

Contacting Me

I generally respond to emails within 24 hours. I check them until 8 p.m. Make sure to be succinct and sign your full name.

I am available to take your calls on my office phone during my office hours. Phone calls do not default to my email, so if you leave a message outside my office hours, I am not likely to get it until my next office hours. I do not give out my only phone number, which is my cell phone. I strongly recommend email instead. You will find me responsive.

Assignments and Points:

Your grade is based upon the following:

- Class Participation: 50 points
- Midterm: 100 points
- Team Case Study 400 points comprising:
 - Proposal 100 points
 - Findings 100 points
 - Final Study 100 points
 - Presentation 100 points

TOTAL 550 POINTS

Grades and Points:

To calculate your final grade, I use the following scale, although I largely rely upon a point system:

A = 93%-100%	C = 73%-<77%
A- = 90%-<93%	C- = 70%-<73%
B+ = 87%-<90%	D = 63%-<70%
B = 83%-<87%	F = <63%
B- = 80%-<83%	
C+ = 77%-<80%	

Grading Scale: To see where you stand, divide the “points you’ve earned to date” by the “total points possible” at that point. This table showing points and approximate percent can help:

Total Points Needed			Approximate Percent		
	A=511	A-=495		A=93%	A-=90%
B+=478	B=456	B-=440	B+=87%	B=83%	B-=80%
C+=423	C=401	C-=385	C+=77%	C=73%	C-=70%
D = 346, F = 330 and below			D=63%, F = below 60%		

Whether I decide to round up a grade is at my discretion and depends on many factors. It is unethical to lobby me for higher grades, especially at the end of the semester. My grading notes should answer most of your questions. If you suspect an error or have a question, I'll discuss it. My goal is to be as fair as possible. I am happy when my students succeed.

Class Participation

Class participation includes attendance, being on time, homework (including discussion boards and evaluations), in-class exercises, contribution of good midterm questions, demonstrated sharing of the team work load, and class discussions (although the latter is difficult to calculate in a large class). Be aware that there is no exact formula for judging some aspects of participation, so my professional judgment is involved.

Midterm

The midterm exam will consist of 50 multiple choice and possibly true/false questions, worth two points each. Please bring a pencil to answer questions on a Scantron, which I will provide. You will help contribute questions, so please review in Blackboard tips on how to write good multiple choice questions. All materials presented in class are fair game for an exam.

You can bring one 4" x 6" index card containing notes (front and back) to help you with the exam. All information on the index card must be hand-written. I will collect all index cards after the midterm to make sure you used them appropriately. Note that fitting as much content as possible on your index card will not guarantee a high grade on the exam. You need to be familiar with the material. Cards should represent your emergency solution in case your mind goes blank on a particular concept.

A make-up exam will not be given unless it is the result of an excused absence. If you foresee a conflict, let me know as soon as possible so that I can make appropriate arrangements.

If you have a special documented need, please arrange that ahead of time with the appropriate office and give me at least one week's notice, as this takes preparation on my part. The onus is on you to arrange this and give me notice.

Team Case Study Project

This is the big multi-part project of the semester. You will write an analysis of your own case study of a strategic communication campaign that took place in the last five years. The case you decide to analyze should no longer be going on at the time of your writing to allow for a thorough and critical analysis, with no speculation regarding its actual outcome. You may not choose an existing case study. You will work in teams based upon topic preferences (international strategic communication; community relations; nonprofit organizations; consumer relations; government relations; crisis communication; sports; entertainment; and travel). Team numbers should be as equal as possible, so if there are teams with too few on them, I will make assignments. Team sizes will depend upon class size. Consider your interests in the case study, rather than sitting with friends. College is an ideal time to connect with others.

The project will consist of a Project Proposal (very crucial so that you get a good start), Project Research Findings (should be heavy on research), a Final Study (incorporating critiques, fine-tuning, adding additional research, creating a coherent, well-edited project heavy on final analysis -- something you could use as a sample for job purposes. Finally, you will create and share in the Final Project PowerPoint Presentation, employing the rules of good PowerPoint design and presentation skills that I teach, and dividing up the presentation as equally as possible. You have the option to "fire" a team member for lack of participation at the proposal and research findings stages by notifying me as soon as possible.

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

(Note: I take this very seriously, as it goes to the heart of ethics and the essence of education.)

Do not make material or facts up; do not take others' work without due credit – it's as simple as that. If you do, it will not end well. If you don't understand the following, or you get into a situation where you're not sure, **ask me. Also, if you have a SafeAssignment, you can check your SafeSubmit report before final submission to correct any potential plagiarism.**

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.

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."

Additional Policy on Attendance, Lateness, Professionalism, Makeups and Professionalism:

Attendance and Lateness: Notwithstanding the above, I take attendance for each class. Attendance and promptness are very important, as much goes on in class. And we are mirroring the professional world where chronic absenteeism and lateness are not well-tolerated. Late arrivals are distracting to me and presenters. Please signify that you are present loudly enough for me to hear it, and let me know if you go by a preferred name or if I mispronounce your name. If by the time I have finished calling the roll you have not registered your presence, I will mark you as absent. It is up to you to correct that at the end of class if you are late.

You are allowed one unexcused absence without penalty and without notifying me of the reason for your absence. Thus you should save your allowed absence for times of real need. Each unexcused absence results in a one-point deduction, while each late attendance results in a 0.5 point deduction. Remember that even small points can tip a grade. If you have more than four unexcused absences, you are eligible to be dropped from the course.

Aside from your one unexcused absence, I will excuse you without penalty for the following reasons, if you notify me as indicated:

1. University-excused absences (these are organized school events for which I need paperwork or an email from the supervisor at least two days beforehand).
2. Religious holidays recognized by the University (notify me at least two days in advance).
3. Your serious illnesses or hospitalization (notify me as soon as possible; a copy of doctor's note that I can keep is requested).
4. Death of an immediate family member¹ (funeral notice required as soon as possible).

I suggest you take notes in class. Please do not ask me to recount what happened in class if you miss one. I suggest your pair with another classmate who takes good notes and who can fill you in on what happened. I do not post lecture notes online or recount class happenings via email.

Late Work: You are responsible for completing all assignments on time. Assignments are due by the time and date indicated, unless otherwise specified. Late is late. Late assignments are docked three points for each late day, including the day of submission and weekends. I do not accept work that is more than three days late. Extensions may be granted only as circumstances warrant, but you should not count on this. Late or missing discussion board posts are noted for the participation grade, as are late or missing peer evaluations.

Makeups: Unexcused absences do not qualify for makeups. If an excused absence causes you to miss an exam, you must make up the exam within one week of your return to class with proper notification and documentation. Thereafter, makeups are not possible. As deadlines for other projects are given well in advance and assignments are often team-oriented, you should make sure you work on projects ahead of time so that you do not harm the team effort (notify and work out your fair share of the work with your team; note that your team has the option to "fire" you if members determine that you are not adequately contributing, resulting in you doing a project on your own).

Professionalism: This advanced class provides an active learning environment in which you're encouraged to ask questions and participate in discussions. As you would for a job, I expect you to come to class having reviewed the assigned materials and ready to discuss them.

You may NOT use cell phones in class, unless you've asked for special permission to do so. Please do not surf the web, attend to email or do other non-class-related activities on your laptop, phone or other device. You're allowed to use a computer only for class purposes. If I discover you using these devices for any other purpose, I reserve the right to take appropriate action, especially if you do this after repeated reminders.

Please remain in class until I indicate the class is over. Do not pack up items before class is done. Refrain from talking to classmates in a way that disrupts the class. Once assigned to teams, please sit with your team in the same seats throughout the semester.

I encourage you to communicate with me about the course during office hours, through e-mail or after class (reserve after class for quick questions; before class is often too hectic, unless you need to briefly mention something that pertains to your time in class; reserve your administrative questions to the time I allow at the beginning of each class). Please keep any appointments and be on time for them.

Professionalism also means submitting clear writing, free of spelling and grammatical errors. The quality of your writing affects your grade on written assignments, just as it would in a job. Poor writing contributes to poor grades. In academia, as in the real world, people often judge you by your writing, including in emails and texts. I strongly advise you to make appointments with the [Bremner Editing Center](#) on the first floor of Stauffer-Flint Hall to review your final work. You should read my feedback and avoid making the same mistakes.

Assignments should be typed in black 12-point Times New Roman font (watch variations in type

¹ "Immediate family member" means father, mother, stepparent, child, stepchild, sibling, spouse/partner or grandparent.

size); have one-inch margins all around; contain a slug indicating your name(s), the assignment and the semester; be double-spaced with consistently indented paragraphs; have no additional spacing before or after headers; include copy under headers (no stand-alone headers at the bottom of page without copy under them); have page numbers; be clean from editing marks; and not contain blank pages. Note that for something to be considered a page of copy, it must contain at least three to four paragraphs. References should be on a separate page and be in APA style.

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. Upon request, I may 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 I give 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. **Note:** Note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the Americans with Disabilities Act, is **not the same** as commercial note-taking and is **not** covered under this policy.

Students with Disabilities

The Academic Achievement and Access Center, 22 Strong Hall, phone number 785-864-4064, web site <https://access.ku.edu/>, coordinates accommodations and services for KU students with documented disabilities. If you have a documented disability for which you request accommodation in this class, please contact the AAAC and me early in the course (within the first two weeks). The onus is on you to initiate accommodations in a timely manner that allows for reasonable accommodation. For extended absences, in which an emergency or crisis causes you to miss three or more days of class, the Academic Achievement and Access Center can help contact your professors.

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).

Responsibility for the Syllabus and Course Outline

You are expected to have read, understood and accepted the syllabus, and you will be asked to indicate as much in Blackboard. This must be done in the first week of class or there is a 5-point deduction. It is your responsibility to keep up with the course outline. If you see an error, please let me know.

***This document is subject to updating
to make reasonable changes and clarifications, as the need arises.***