

# JOUR 420

## Strategic Communication II – Principles of Advertising & Public Relations Spring 2019

### Associate Professor David W. Guth

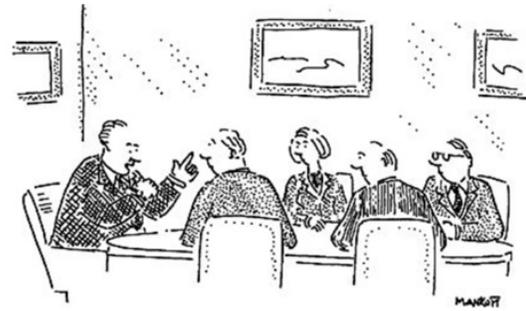
110 Stauffer-Flint Hall  
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### Course Information

Meets 2:30-3:45 p.m, 100 Stauffer-Flint Hall  
Line Number: 68516

### Office Hours

TBD and by appointment.



“O.K., on my signal we’re going to shift from pre-millennial to post-millennial thinking.”

### Course Description and Objectives

This course deepens students' exposure to and understanding of two major disciplines within the broader area of strategic communication: advertising and public relations. Students will gain an understanding of the principles of these evolving, separate but related major professions within strategic communication. The course examines the aspects of the two professions have in common, their differences and how they can work together to help organizations and individuals achieve their strategic goals. Content will include defining the two professions, exploring their status within the broader area of strategic communication and the critical thinking utilized in both.

### 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 nearly three decades as a broadcast journalist and as a public relations practitioner for a private college and North Carolina state government. Professor Guth is a recipient of numerous reporting honors, including the prestigious Peabody Award. 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 four books and is the sole author of *Bridging the Chesapeake – A ‘Fool Idea’ That Unified Maryland*.

### Textbooks (Required)

David Guth and Charles Marsh. *Public Relations: A Values-Driven Approach*, 6 ed. (Available in loose-leaf and digital formats) *Professor Guth does not profit from the sale of his books to his students.*

Carol Pardun. *Advertising and Society: An Introduction*, 2 ed. (Available in paperback and digital formats)

Additional reading assignments are posted on the course Blackboard site.

## Online Resources

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

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

## Grading/Professionalism

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

Exam 1	150 points
Exam 2	150 points
Final Exam	200 points
Blackboard Quiz 1	50 points
Blackboard Quiz 2	50 points
Blackboard Quiz 3	50 points
Blackboard Quiz 4	50 points
Research Memo (Group activity)	150 points
<u>Planning Assignment (Group activity)</u>	<u>150 points</u>
TOTAL	1000 points

The grading scale for this class: 920-1000=A; 900-919=A-; 880-899=B+; 820-879=B; 800-819=B-; 780-799=C+; 720-779=C; 700-719=C-; 680-699=D+; 660-679=D; 600-659=D-; 0-599=F.

**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. Professor Guth reserves the right to assess up to 1,000 points in penalties for breaches of professionalism, including excessive absences, plagiarism, cheating, inappropriate use of computers/tablets/smart phones, failure to participate in group assignments and disruptive behavior.

**If you are absent from class** and feel you have a valid reason, you must e-mail Professor Guth with an explanation within 24 hours of end of that class. After 24 hours, it will be treated as an unexcused absence. Should an absence result in missing an exam or an assignment deadline, documentation will be required.

## 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.

## **Diversity**

Think about the relationship between media and audiences and learn how to meet the needs of diverse audiences. In this class, it is important that you feel comfortable expressing ideas and opinions. We welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

## **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.

## **And Finally...**

Any rebroadcast or retransmission of pictures, sounds or descriptions of this class without the expressed written consent of the Commissioner of Major League Baseball is expressly prohibited.



## JOUR 420 – Lecture, Readings and Assignments Schedule

*Public Relations: A Values-Driven Approach* (6<sup>th</sup> ed.) (PR)

*Advertising and Society: An Introduction* (2<sup>nd</sup> ed.) (AD)

*2018 Social Media Marketing Industry Report* (on Blackboard) (SMMIR)

“Harnessing the Science of Persuasion” (on Blackboard) (SCIENCE)

“Experts Weigh In on the Future of Advertising” (on Blackboard) (FUTURE)

January			
T – 22	Introduction to JOUR 420		
R – 24	Integrated Marketing Communication & Consumer Focused Marketing	AD – Chapter 1 PR – Chapter 13	
T – 29	Advertising and PR Comparisons	PR – Chapters 1-2	
R – 31	Historical Perspectives	PR – Chapter 3	
February			
F – 1			<b>Blackboard Quiz 1</b> <i>Deadline: 11:59 p.m.</i>
T – 5	StratComm Publics and Segmentation	PR – Chapter 4	
R – 7	StratComm Publics and Segmentation	AD – Chapter 13	
T – 12	The Communication Process	PR – Chapter 5	
R – 14	Persuasion	SCIENCE (entire article)	
F – 15			<b>Blackboard Quiz 2</b> <i>Deadline: 11:59 p.m.</i>
T – 19	Lauren Erickson, KU Marketing Communications Director		
R – 21	<b>Exam</b>		
T – 26	StratComm Research – <i>Introduction to Research Memo Assignment</i>	PR – Chapter 7	
R – 28	StratComm Research		
March			
T – 5	Analyzing Research		
R – 7	Social Media Practices	SMMRI – pp. 4-5 and 11-27	
T – 12	<b>Spring Break</b>		
R – 14	<b>Spring Break</b>		
T – 19	Planning	PR – Chapter 8	
R – 21	Planning -- <i>Introduction to Group Planning Assignment</i>	AD – Chapter 11-12	<b>Research memos and evaluations due</b>
T – 26	Media Selection and Buying	PR – Chapter 9	
R – 28	StratComm Ethics	AD – Chapters 3	
F – 29			<b>Blackboard Quiz 3</b> <i>Deadline: 11:59 p.m.</i>
April			
T – 2	Mike Swenson, founder and president of Crossroads		
R - 4	Content Marketing		
T - 9	<b>Exam</b>		
R - 11	Cross-Cultural Communication and Diversity in StratComm	AD – Chapters 7-8 PR – Chapter 14	

T - 16	Cyber-Relations and Viral Marketing	AD – Chapter 10 PR – Chapter 11	
R - 18	Crisis Communications	PR – Chapter 12	
T - 23	Submission and Discussion of Group Projects		<b>Group reports and evaluations due</b>
R - 25	Sex, Drugs and Rock 'n Roll	AD – Chapters 5-6 and 9	
F - 26			<b>Blackboard Quiz 4</b> <i>Deadline: 11:59 p.m.</i>
T – 30	Strategic Communication's Role in Democracy	AD – Chapter 4	
<b>May</b>			
R - 2	The Business of Strategic Communication	AD – Chapter 2	
T - 7	Legal Issues in Strategic Communications	PR – Chapter 15	
R - 9	The Future	AD – Chapter 16 FUTURE (entire article)	
F - 10	Stop Day		
M - 13	<b>Final Exam</b> – 1:30 – 4:00 in 100 SF		