



J320 Stratcom I: Introduction to Strategic Communication Spring 2016

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Office Hrs.: 11:00 to 12:30 Tuesday and Thursday, after class and by appointment

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Course Description:

This survey course will help you develop an understanding of how organizations create targeted, creative, research-based communication to accomplish their objectives. It examines the role of communication in the marketing mix and organizational planning, and explores career opportunities in professions such as marketing, advertising, public relations and sales. J320 provides insight into how communicators use critical and creative thinking to gather, organize, evaluate and deliver information in a culturally diverse environment. **Prerequisite: JOUR 101 (with a grade of “C” or better) or junior standing (for non-majors)**

J320 is an entry-level course for students in the Strategic Communication track of the School of Journalism & Mass Communications. Because J320 provides an introduction to Integrated Marketing Communication (IMC), it is open to students in fields that use these tools, including community health, sports marketing, industrial and graphic design, and others.

Learning Objectives:

As a result of taking J320, you should:

- Understand the role of strategic communications in the **marketing process** and the importance of understanding **consumer behavior and motivation**.
- Develop an understanding of **the planning process**—how managers use **critical and creative thinking** to define marketing communications problems and develop plans that solve them.
- Appreciate the importance of **primary and secondary research** to the planning process and create an online account to access important marketing resources and databases, both now, and in the future.
- Understand **IMC categories and tools**, and how to use them effectively to accomplish objectives and achieve goals.
- Begin to understand the **media planning process**, including an appreciation for the current and future range of media options
- Draw from an expanded **vocabulary of marketing communication terms**

Textbook: MKTG 9: Principles of Marketing by Lamb/Hair/McDaniel. Ninth edition. Cengage Learning Publishers.

Social Media Accounts: I highly recommend you sign up for a Yahoo! Delicious bookmarking account to save class links and access posted articles at www.delicious.com. Just for the semester, please follow me @d_linville on Twitter.

Blackboard: To use Blackboard, KU’s courseware, go to <http://courseware.ku.edu/> to log in. We’ll use Blackboard for taking online quizzes, posting grades and sharing files.

Grading and Assignments: Your total points for the semester will come from three exams and a comprehensive final, online quizzes, participation in an academic research study, attendance, assignments and pop quizzes.

Requirement	Points	%
Exam #1	100	18
Exam #2	100	18
Exam #3	100	18
Final Exam	150	28
Online quizzes	50	9
Attendance, homework and in- class exercises	50	9
Total (approximate)	550	100

Grading Scale: To see where you stand, divide the “points you’ve earned to date” by the “total points possible” at that point. This “Approximate Percent” table 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%		

Total points determine your grade. Be sure you earn the full points on all quizzes and other assignments. **IMPORTANT: Online quiz and homework points may vary slightly affecting the final total.**

Prof. Linville’s Policy on Attendance and Professionalism: Attendance will NOT be taken daily. However, it is very important that you attend class regularly. (Think of this as you would a job.) **I WILL take attendance on a random basis. You are allowed to miss one class without penalty and without notifying me of the reason for your absence.** After that, you will only be excused for the same reasons listed below (missing an exam). Lecture notes are not posted online and all lecture material is fair game for the exam. You’ll also earn points via in-class exercises. During the semester, you’ll meet several professionals who’ll share their experience and discuss internship and job opportunities. Don’t miss them!

Missing an exam: A makeup exam is only available under these circumstances (with a phone call or email PRIOR to the exam and documentation):

- You are seriously ill or have been hospitalized
- Death of an immediate family member (funeral notice required)
- Organized school event (with prior notification).

If you should miss an exam (with documentation) your make-up exam will be a mix of essay, short answer and fill-in-the blank questions.

Professionalism: Although this is a large lecture class, J320 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 be on time and prepared. **Cell phones may NOT be used during class unless you’ve asked for special permission to do so.**

Office Hours: When you’d like to visit in person, it’s always a good idea to send me an email to confirm that I’ll be there. In addition to my posted office hours, I’m willing to meet with you by

appointment at a mutually convenient time. **After class is a good time to ask quick questions.**

Academic Achievement and Access Center (AAAC - formerly Student Assistance Center):

Students with Disabilities: The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, **please contact me privately regarding your needs in this course.** The KU Office of Disability Resources coordinates accommodations and services 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. Office: 22 Strong, Phone: 785-864-4064. Fax 785-864-2817.

Extended absences: If an emergency or crisis causes you to miss three or more days of class, the AAAC can help contact your professors. Office: 22 Strong, Phone: 785-864-4064. Fax 785-864-2817.

Policies of the University and the School of Journalism

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.

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 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: In the event of inclement weather, the decision to cancel classes is made by KU officials.

Copying or Recording: Course materials prepared by the instructor, together with the content of all lectures and review sessions presented by the instructor are the property of the instructor. **Video and audio recording of lectures and review sessions without the consent of the instructor is prohibited.** On request, the instructor will usually grant permission for students to audiotape lectures on a short-term basis, on the condition that the individual making the recording only uses these audiotapes as a study aid. Unless explicit permission is obtained from the instructor, recordings of lectures and review sessions 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.

School Laboratories: The School provides computers for student use as part of your J-School tuition.

J320 Strategic Communication Planning Calendar as of January 15, 2016

Please note: This is a tentative schedule. Each chapter covers a different area of strategic communication, and these may be rearranged depending on when guest lecturers are available to speak to our class.

Week 1	Date	
Tues	1-19	Welcome and class overview (First lecture – be there!)
Thurs	1-21	Ch 1: An Overview of Marketing
Week 2		
Tues	1-26	(cont.) Ch 1: An Overview of Marketing/Syllabus Q&A Online quiz due
Thurs	1-28	Ch 2: Strategic Planning for Competitive Advantage Water.org case assigned
Week 3		
Tues	2-2	(cont.) Ch 2: Strategic Planning for Competitive Advantage Water.org case due
Thurs	2-4	(cont.) Ch 3: Ethics and Social Responsibility Online quiz due Scavenger Hunt Assignment
Week 4		
Tues	2-9	Ch 4: The Marketing Environment
Thurs	2-11	Ch 5: Developing a Global Vision Scavenger Hunt Due Online quiz due
Week 5		
Tues	2-16	Exam One – Chapters 1 to 5
Thurs	2-18	Ch 6 Consumer Decision Making
Week 6		
Tues	2-23	Ch 6 Consumer Decision Making/Ch 7 Business Marketing
Thurs	2-25	Ch 9: Marketing Research Online quiz due
Week 7		
Tues	3-1	(cont.) Ch 9: Marketing Research
Thur	3-3	Ch 8: Segmenting, Targeting and Positioning Online quiz due
Week 8		
Tues	3-8	(cont.) Ch 8: Segmenting, Targeting and Positioning
Thurs	3-10	Ch 10: Product Concepts
Week 9		
Tues	3-15	Spring Break!
Thurs	3-17	Spring Break!
Week 10		
Tues	3-22	To be determined
Thur	3-24	Exam Two – Chapters 6 to 10
Week 11		

Tues	3-29	Ch 16: Marketing Communications Online quiz due
Thurs	3-31	Ch 17: Advertising, Public Relations and Sales Promotions (advertising)
Week 12		
Tues	4-5	(cont.) Ch 17: Advertising, Public Relations and Sales Promotions (advertising)
Thurs	4-7	Ch 17: Advertising, Public Relations and Sales Promotions (media planning) Online quiz due
Week 13		
Tues	4-12	Ch 17: Advertising, Public Relations and Sales Promotions (media planning)
Thurs	4-14	Ch 17: Advertising, Public Relations and Sales Promotions (public relations) Online quiz due
Week 14		
Tues	4-19	Ch 17: Advertising, Public Relations and Sales Promotions (public relations)
Thurs	4-21	Ch 19: Social Media and Marketing Online quiz due
Week 15		
Tues	4-26	Exam 3 – Chapters 16, 17, 19
Thurs	4-28	Ch 17: Advertising, Public Relations and Sales Promotions (sales promotions)
Week 16		
Tues	5-3	Ch 18: Personal Selling and Sales Management Online quiz due
Thurs	5-5	Marketing Jeopardy (review for final exam)
Wednesday May 11	1:30 p.m.	Comprehensive final exam (in our room)