

**JOUR 420 (#20311):  
Strategic Communication II: Principles of Advertising and Public Relations**

**Fall 2016: T/Th: 1:00–2:15 p.m.  
100 Stauffer-Flint Hall**

Instructor:  
Joseph Erba, Ph.D.  
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Office hours:  
-Tuesdays: 11:00–noon  
-Thursdays: 2:30–3:30  
-By appointment

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Graduate Teaching Assistant:  
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Office hours:  
-Wednesdays: 2:00–3:00  
-Thursdays: 2:30–3:30  
-By appointment

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**Greetings:**

Welcome to Strategic Communication III! 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:**

“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 and discuss opportunities and challenges facing strategic communication practitioners
- Critically evaluate strategic communication plans
- Research, formulate, analyze and present strategic communication cases

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**Reading:**

There is no textbook for this course. We will read various texts available via KU Library’s website, such as journal articles and book chapters, as well as materials available for free online, such as case studies, news stories and videos. 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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**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 three points from your final grade. For instance, if you have three unexcused absences and your final calculated grade is 92, you will receive an 89 for the class. If you have four unexcused absences, I will deduct six points from your final calculated grade. Late arrivals (10 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.

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.

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 1:10 p.m. on the due date) by three 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: 7%
- Creative Brief & Advertisement: 10%
- Midterm: 23%
- Team Case Study: 35%
- Individual Case Study: 25%

**Class Participation: 7%**

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

communication matters related to your future career. While I understand that not everybody might feel comfortable speaking in public, you should use this course as an opportunity to enhance your level of comfort and hone your public speaking skills.

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

Class participation is required to receive full participation credit. However, you do not have to be actively involved in all aspects of participation. Occasionally, our class exercises will be collected and may be graded as part of your participation.

### **Creative Brief & Advertisement: 10%**

You will each create an advertisement for a real tangible or intangible product of your choice based on your creative strategic plan. You can be as creative as you wish with your advertisement, but the information you use in your plan must be based on secondary research.

### **Midterm: 23%**

The midterm 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 midterm. However, all information on the index card must be handwritten. I will collect all index cards after the midterm.

Please note that fitting as much content as possible on your index card will not guarantee a high grade on the midterm. You need to be familiar with the material so you do not waste too much time looking for answers on your index card, which should represent your emergency solution in case your mind goes blank on a particular concept.

### **Team Case Study: 35%**

You will write an analysis of your own case study of a strategic communication campaign that took place in the last five years. You will work in teams with two or three of your classmates based on topic preferences (international communication; community relations/nonprofit organizations; government relations; crisis communication; sports/entertainment/travel;

multicultural). 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.

Your grade for the team case study will be calculated as follows: Case Proposal (20%); Case Research (35%); Case Study (45%).

**Individual Case Study: 35%**

You will each select one of two case studies posted on Blackboard and write an analysis of it. The analysis includes the same main concepts as your team case study and gives you the opportunity to reflect on each concept on your own to write a full analysis.

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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](mailto: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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### **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.

	<b>Subject</b>	<b>Required readings</b>	<b>Due dates</b>
<b>Week I</b>			
T. Aug. 23	Introduction	Syllabus	
Th. Aug. 25	Public Relations & Advertising	Difference between PR and Ad	Strat. comm. def.: W. Aug. 24, 5pm
<b>Week II</b>			
T. Aug. 30	Communication Models	-PR Intro & Models -Case Study I	
Th. Sept. 1	Communication Models (cont.) & Publics	-Know your publics -Case Studies II & III	
<b>Week III</b>			
T. Sept. 6	Publics (cont.) & Targeting audiences	Elements of diffusion: pp.1-7	
Th. Sept. 8	Planning, Evaluation & SWOT	HPV Vaccine Evaluation	
<b>Week IV</b>			
T. Sept. 13	SWOT (cont.) & Persuasion	-Case Studies IV & V -Science of persuasion	
Th. Sept. 15	Persuasion (cont.)	Theories of persuasion	
<b>Week V</b>			
T. Sept. 20	Workshop: Case Proposal		
Th. Sept. 22	Workshop: Case Proposal (cont.)	DUE: Case Proposal by F. Sept. 23, 11:59pm	
<b>Week VI</b>			
T. Sept. 27	Creative Thinking	A sharp pencil	Post ads on BB
Th. Sept. 29	Workshop: Creating Ads	DUE: Creative Brief & Ad by F. Sept. 30, 5pm	



**Week VII**

T. Oct. 4	Midterm Review		Midterm Qs:5pm
Th. Oct. 6	Midterm		

**Week VIII**

T. Oct. 11	No class: Fall Break		
Th. Oct. 13	Workshop: Case Research		

**Week IX**

T. Oct. 18	Workshop: Case Research (cont.)	DUE: Case Research by W. Oct. 19, 11:59pm	
Th. Oct. 20	TBD (J-School Generations)		

**Week X**

T. Oct. 25	Media Analytics: Heather Lawrenz, Digital Media Specialist		
Th. Oct. 27	Workshop: Media Analytics		

**Week XI**

T. Nov. 1	Team Meetings		
Th. Nov. 3	Team Meetings (cont.)		

**Week XII**

T. Nov. 8	Workshop: Case Study		
Th. Nov. 10	Workshop: Case Study (cont.)	DUE: Case Study by F. Nov. 11, 11:59pm	

**Week XIII**

T. Nov. 15	Case Presentations		
Th. Nov. 17	Case Presentations (cont.)		

**Week XIV**

T. Nov. 22	Communication Theory	Gain vs Loss Frames	
Th. Nov. 24	No class: Thanksgiving Break		

**Week XV**

T. Nov. 29	Communication Theory (cont.)	TBA	
Th. Dec. 1	Workshop: Individual Case Study		

**Week XVI**

T. Dec. 6	Workshop: Individual Case Study (cont.)		
Th. Dec. 8	Final thoughts & Debrief	DUE: Individual Case Study by 11:59pm	