

**JOUR 420 Strategic Communication II – Principles of Advertising and Public Relations
(#61133) Spring 2016 (1/19/16 version)**

Professors Tim Bengtson & Tien-Tsung Lee

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Class meetings: M & W 12:30-1:45 p.m., S-F 100

Office hours: M & W 2-4 p.m. (Bengtson); M 2-3 p.m., W 2-3:30 p.m. & by appointment (Lee)

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W 11-noon & Th 1-2 p.m.

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.”

Course Objectives:

1. To help prepare you for the professions of Advertising and Public Relations.
2. To strengthen your ability to think both critically and creatively.
3. To demonstrate an understanding the following values and competencies that the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC) prescribes:
 - The history and role of professionals and institutions in shaping communications.
 - The diversity of groups in a global society in relationship to communications.
 - The concepts and theories in presenting images and information.
 - Professional principles and ethical work in pursuit of truth, accuracy, fairness and diversity.

Textbook and Blackboard:

One textbook is required: *Pearson Custom Business Resources' JOUR 420 University of Kansas*. This spiral-bound book comprises chapters from *Public Relations: A Value Driven Approach* (by Guth/Marsh) and chapters from *Advertising & IMC: Principles and Practice* (by Moriarty/Mitchell/Wells). You will also use “Blackboard,” KU’s courseware.

Method of Evaluation (subject to change):

Attendance/in-class exercises	10%
Quizzes	5%
Assignments	25%
3 Exams (you will take all 3 exams, but the lowest score will be dropped)	60%

Tentative Course/Reading Outlines (subject to change):

- Week 1 (Jan. 20): Introduction; a discussion of career options in stratcom
 Week 2 (Jan. 25 & 27): Ch. 1 Public Relations & Marketing; Ch. 2 What is PR?
 Week 3 (Feb. 1 & 3): Ch. 3 Marketing Communication
 Week 4 (Feb. 8 & 10): Ch. 4 Publics in PR
 Week 5 (Feb. 15 & 17): Ch. 5 Segmenting and Targeting the Audience
 Week 6 (Feb. 22 & 24): A review session on Monday; **First Exam** (covers Ch. 1-5 and additional lectures) on **Wednesday, Feb. 24**
 Week 7 (Feb. 29 & March 2): Ch. 6 Communication Theory and Public Opinion
 Week 8 (March 7 & 9): Ch. 7 Research & Evaluation; Ch. 8 Creative; **Homework Assignment #1 due Wednesday, March 9**
 Week 9 (March 14 & 16): Spring break, no class
 Week 10 (March 21 & 23): Ch. 9 Strategies in PR
 Week 11 (March 28 & 30): A review session on Monday; **Second Exam** (covers Ch. 6-9 and additional lectures) on **Wednesday, March 30**
 Week 12 (April 4 & 6): Ch. 10 Media Basics & 11 Tactics in PR; **Homework Assignment #2 due Wednesday, April 6**
 Week 13 (April 11 & 13): Ch. 12 Traditional Media; **Homework Assignment #3 (first draft) due Wednesday, April 13**
 Week 14 (April 18 & 20): Ch. 13 Media Planning & Buying on Nov. 24
 Week 15 (April 25 & 27): Ch. 14 Cyber Relations; **Homework Assignment #3 (final version) due Wednesday, April 27**
 Week 16 (May 2 & 4): **Final presentations**; review session for the final exam on Wednesday, May 4
 Week 17 (**Tuesday, May 10, 2016 at 10:30 a.m.**): **Final Exam** (covers Ch. 10-14 and additional lectures)

Homework Assignments (more info TBA; subject to change):

HW#1 (5%): This is a group project (but you can choose to work alone if you have an extremely busy schedule). Your team (up to 5 people per team) will write an audience analysis and initial strategic plan for the client (TBA). Team members will evaluate each other, which will affect your grade. They can also choose to “fire” you from the team. In that case, you’d join a new team (if they accept you), or work alone (and still have the same deadlines).

HW#2 (10%): This is a creative assignment done individually. Each student will hand in a print advertisement *and* a news release (a hard copy). This one-page ad needs a headline, visual, and body copy (at least 25 words in complete sentences instead of bullet points). A slogan is optional. The news release should be one or two-page long.

HW#3 (10%): This is also a group project. Your team will design an interactive game, website or app for the client to promote its cause. You would describe its features and functions, and include a mock-up screen shot.

Requirements/Announcements:

1. You are responsible for the class materials and announcements even if you do not attend class. Please get lecture notes from your fellow students if you are absent. Also, please check your ku.edu e-mail on a daily basis.

2. Assigned readings should be read in advance of the class meetings. There may be “surprise” quizzes, which will affect your grade.

3. **Attendance:** We meet only twice a week and you are strongly encouraged to attend every class and participate in class discussions. I will randomly take attendance a few times during the semester. How many times you are present (excluding excused absences) will determine your attendance/participation grade. Missing one class can mean dropping 1 percentage point. Severe and/or consistent absences may result in further grade penalty (e.g., two lower letter grades). Attendance could be taken in the form of a quiz. Also, I may choose to award participation points for your significant contribution to in-class discussions or faithful attendance.

4. **Absences:** Please clear absences (especially for an exam) **in advance** with the professor (except for medical emergencies) **in writing in the form of a memo (e-mail or a hard copy)**. Excused absences (especially for exams) will be granted only under highly unusual circumstances, such as documented medical emergencies, death of an immediate family member, interview for a job or internship, and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do *not* qualify. Official documents may be required and kept by the professor for a certain period of time. In addition, if any of the crucial days this semester (e.g., an exam) is a **religious holiday** for you and you are not able to attend class or take an exam, please notify the professor by e-mail by the end of the third week of this semester. Otherwise your request will not be honored.

5. **Assignments:** Each assignment has a deadline. Details of each assignment will be distributed in class or online. Written assignments can be handed in to me in person in class, or be put in my mailbox (by the Journalism Resource Center). Only typed hard copies will be accepted. No e-mail or faxes, please, unless announced by the professor. If you hand in your assignment one day late (by 5 p.m. the next day, NOT the next class; please have it date/time-stamped by a journalism resource center worker), you will receive a lower grade for that particular assignment. No work that is two days late will be accepted for any reason. A late group project means everyone in that group will receive a lower grade. If you do not plan to be on campus the day an assignment is due, please hand it in early. If you mail or ask someone else to deliver an assignment, you are still responsible if it does not arrive on time.

6. We will be happy to discuss/review your assignments with you **before** they are due. If you choose not to do so, and receive a grade you do not like, you cannot use excuses such as “I didn’t know what you expected” and try to argue for a higher grade later.

7. **Grading:** A grade of A is reserved for outstanding achievement; B for above-average performance; C for average achievement; D for below-average work that is passing; and F for unsatisfactory performance. This means you will have to work very hard to get an A. We use + and – in the grading system (for example, 88%-89.99 = B+, and 90%-91.99% = A-).

8. **Format:** All written assignments should be typed, single-sided, double-spaced, and stapled on the upper left corner. Use a reasonable font and size. All pages have to be numbered. There is no need for a title page unless announced otherwise. Please do not forget to include the title (such as “Assignment One”) and your name. You are encouraged to use recycled paper.

9. **Extra Credit:** Do not expect extra credit in this class. If there is any, it will be announced and available to every student in the class.

10. There will be no make-up quizzes. If you have an official excuse (e.g., serious illness, participation in official KU events or other emergencies – which do not include weddings, family gatherings or vacations – you will need official documents), a make-up exam can be arranged in advance.

11. No “private” talking among students or other disruptive behavior (e.g., talking on your cell phone or disrespectful language) will be allowed in class. Depending on the situation, such behavior and inattention may result in a lower grade (such as receiving a zero for your participation/contribution), being asked to leave the classroom, being reported to KU authorities, or being dropped from the course.

12. An “I” (incomplete) will be given only under very unusual circumstances, such as medical emergencies. You will be required to produce credible documents.

13. Please refer to the student conduct codes and other KU publications for additional requirements and procedures, such as scholastic dishonesty. Basically, no cheating is allowed on exams, and all work must be your own and created specifically for this class, or you will fail this course. Severe cases of dishonesty or other student conduct issues will be referred to KU authorities.

14. Your enrollment in this class indicates that you understand and agree to abide by the requirements stated in this syllabus.

15. Reasonable accommodations will be provided for students with a documented disability. Please notify the instructor of accommodations needed for the course by the end of the third week of class. If you miss the notification deadline, your request will not be honored.

16. If you miss two out of the first three classes, you will likely be automatically dropped.

17. Final exam will not be given early. If you are not able to take it on the determined date/time, your final grade will be based on the first 2 exams.

18. We reserve the right to modify this syllabus. Any changes will be announced in class and/or on our Blackboard site and become official.

KU Journalism School Policies

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.

Here's some clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).
- 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 was 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 reports/assignments from previous classes/students and presenting them as your own falls into the category of plagiarism.
- **If you cut and paste something then add a source, that is not enough. You'd need to rewrite it in your own words unless you treat it as a direct quote (by adding quotation marks). Otherwise, it is still plagiarism.**
- 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.

We will discuss these issues further in class. If you have any questions, please contact the professor. Violation of these rules will be reported to the Associate Dean for Undergraduate Studies, the Journalism advising office, and other KU authorities.

Original work

The expectation when you come to this class is that you've 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 old high school assignments. Don't recycle research papers, news stories, marketing plans, etc. For example, if you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you can't revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you can't modify that and submit it to your professors. I assume the work you do for this class is original to this class. Any efforts to recycle material (created by yourself or others) will be regarded as academic dishonesty. *When you take other classes in the future, such as JOUR Message Development, do not hand in assignments created for this class.*

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 as soon as possible. The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), 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 me 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."

Diversity

In this class, it is important that you feel comfortable expressing ideas and opinions. I 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.

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).

JOUR 420 Student Information Form

Spring 2016

(Please Print)

Last Name: _____

First Name: _____

What you prefer to be called: _____

Student ID #: _____

Your KU e-mail address (please print):

Optional: Phone numbers (home/cell): _____

What do you expect to learn in this class?

What are your career goals?