

**JOUR 420: Strategic Communication II: Principles of Advertising and Public Relations
(Fall 2017)**

**Class Time: M/W/F 11:00am – 11:50am
(STFL 100)**

Instructor:	Dr. Hyejin Bang
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Office Hours:	M 2:00 pm-3:00 pm, W 10:00-11:00am and by appointment

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Office Hours:	T 3:00 pm-4:00 pm, W 2:30-3:30pm and by appointment

Note:

The schedule below may be modified and any potential changes will be announced in advance.

COURSE DESCRIPTION

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

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

- Understand how strategic communication activities differ by medium and target audiences
- Identify strategic communication tactics used in everyday life online and offline

- Analyze and discuss opportunities and challenges facing strategic communication practitioners
- Reflect on your own strategic communication practices
- Develop, implement, evaluate and present your own social media campaign

TEXTBOOK

The required textbook for this course is a spiral-bound custom book titled *Jour 420: StratCom II (Advertising & Public Relations)*. It contains chapters from *Public Relations: A Value Driven Approach*, by David Guth and Charles Marsh, as well as chapters from *Advertising & IMC: Principles and Practice*, by Sandra Moriarty, Nancy Mitchell and William Wells. Additional reading materials will be posted on our Blackboard site. 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.

COURSE EVALUATION

Class Participation/Attendance	5%
Mini-Talks (Food for Thoughts)	10%
Individual Assignments	30%
Group Assignments (Social Media Campaigns)	35%
Midterm	20%
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Total	100%

GRADING SCALE

Points for each graded assignment and total points for the semester listed on the scale below determine letter grades.

93%-100%	A
90%-92%	A-
87%-89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C-
67%-69%	D+
60%-66%	D
60%-62%	D-
59% or below	F

CLASS PARTICIPATION & ATTENDANCE (5%)

• **Participation:** 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.

• **Attendance:** I'll take attendance at the *beginning* of each class. Students are expected to attend *all* classes *on time*. Attendance is crucial to the success of this class. More than two unexcused absences will affect your final grade. Each additional absence will take away two points from your final grade. For instance, if you have three unexcused absences and your final calculated grade is 91, you will receive an 89 for the class. If you have four unexcused absences, I will deduct four 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.

• **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 and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do not qualify. Official documents will be required and may be 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, please notify the professor in writing by the end of the third week of this semester. Otherwise your request will not be honored.

INDIVIDUAL ASSIGNMENTS (30%)

You will each work on three individual assignments: Evaluate a strategic communication campaign of your choice (the campaign 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) (40%); A reflection on the effectiveness of the social media content you would have created throughout the semester (25%); A reflection on your overall 'mini' social media campaign you would have conceptualized and implemented (see team assignments below) (35%).

GROUP ASSIGNMENTS (45%)

Mini-Talk Assignment (10%)

You and one of your peers will share a current news story relating to the advertising and/or PR industry. You should prepare a short PowerPoint presentation (three to five slides) and one or more discussion questions. *You must email the instructor the slides and discussion questions at least 12 hours before your presentation date.

The story should be less than four weeks old, and should be from trade publications or websites, such as:

MediaPost.com, MediaLifeMagazine.com, AdvertisingAge (AdAge.com), AdWeek (AdWeek.com), PRWeek, etc.

Summarize the main idea of the story and implications you see for advertising and PR industry. The talk and discussion should take no more than 15 minutes.

Social Media Campaign (35%)

You will develop, implement and evaluate your own 'mini' social media campaign about a specific cause using two of the following platforms: Twitter and/or Facebook and/or YouTube. You will work in teams with three or four of your classmates based on topic preferences.

Your grade for the team case study will be calculated as follows: Strategic Communication Plan (37.5%); Strategies & Tactics (25%); Evaluation Report (37.5%). We will discuss each assignment in more detail during the semester.

****FREE RIDERS BEWARD!** There will be an anonymous peer evaluation at the end of the group work. If you don't do your part, your grade will suffer.

Midterm (20%)

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 hand-written. 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.

GENERAL COURSE POLICIES

Your responsibility

You are responsible for the class materials and announcements even if you do not attend class. Please do not email me and ask whether you've missed anything important today. Get lecture notes from your fellow students if you are absent.

The University of Kansas email account (@ku.edu) will be used as a primary vehicle for official communications including announcements of any changes in the course schedule or assignments. Thus, it is your responsibility to regularly monitor your KU email account. I will use the class Blackboard space to post class materials. Email is the best way to reach me out of scheduled office hours. It is recommended that you use your KU email account when corresponding with me, since messages sent from other servers can be interpreted as junk or spam and thus not received.

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

Classroom behavior

Our class time is a time for learning. The atmosphere of the classroom is one of mutual respect. This means that you'll be treated with respect, and that you are expected to treat the instructor and other students with respect as well.

- Turn all cell phones off.
- Be on time.
- Don't read the newspaper, surf the Internet, study for other exams or talk to other people.
- Be engaged, active and respectful.
- Inappropriate, vulgar, obscene, threatening or other negative discourse will not be tolerated.

Cell phones & Laptops:

Refrain from using cell phones/pagers in class; please turn them off during class time unless it's requested by the instructor for learning purposes. I've found the use of technology during class (e.g., Facebook browsing, Twitter updates, shopping, checking wedding photos) is a sign of showing disrespect of the instructor and student presenters in front of you. Using technology also interferes your learning and contribution in class. All mobile devices, gadgets, etc., including phones, iPods, iPads, etc must be SILENCED and STORED during all class periods.

ACADEMIC INTEGRITY POLICY

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism. Here is the journalism school's official policy statement:

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.

School Laboratories

The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-serve basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-serve basis through Outlook Web Access, www.mail.ku.edu. Instructions

are available on the J-School Web site, www.journalism.ku.edu. (Look under the “reservations” link on the right side of the page.) Students may reserve camera equipment no more than three hours at a time and for editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

There are adequate laboratory resources available for students who complete their assignments in a timely manner.

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 AND SPECIAL NEEDS

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). 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.

COPYING OR RECORDING OF CLASSROOM LECTURE

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 record lectures, on the condition that these recordings 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.

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.

CONCEALED HANDGUNS

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.

TENTATIVE CLASS SCHEDULE*

Week	Dates	Topics	Reading	Class exercises/ Assignments
1	21-Aug	Course Introduction		
	23-Aug	What is IMC?	Ch. 1	
	25-Aug	The PR process and models	Ch.2, Case Study I (BB)	
2	28-Aug	PR models & Publics	Know Your Pubic (BB)	
	30-Aug	Fundamentals of Advertising	Ch.3	
	1-Sep	Fundamentals of Advertising		
3	4-Sep	Labor Day-No Class		
	6-Sep	Advertising & Societies	Gender stereotypes in ads (BB)	Identify cause & three organizations to follow
	8-Sep	Situation analysis: SWOT, goals, objectives and strategies	Building your marketing and PR plan (BB)	MT Group 1
4	11-Sep	Situation analysis (cont.)		Select campaign/ MT Group 2
	13-Sep	Situation analysis (cont.)	Ch.6	MT Group 3
	15-Sep	Segmenting and Targeting	Ch.6	MT Group 4
5	18-Sep	Segmenting and Targeting (cont.)		MT Group 5
	20-Sep	Research & Evaluation	Ch. 8, HPV Vaccine Evaluation (BB)	MT Group 6
	22-Sep	Media Planning: Media Basics	Ch. 11, Ch.14	Campaign evaluation, by 5pm (individual), MT Group 7
6	25-Sep	Media Planning: Media Math	Ch. 11, Ch.14	MT Group 8
	27-Sep	Media Planning:Timing & Scheduling	Ch. 11, Ch.14	MT Group 9
	29-Sep	Digital Strategic Communication	Ch. 15	MT Group 10
7	2-Oct	Workshop: Strategic Plan		

	4-Oct	Workshop: Strategic Plan		Strat. Comm. Plan (team), by 5pm
	6-Oct	Digital Strategic Communication	The year of mobile (BB) The big agenda (BB)	MT Group 11
8	9-Oct	Midterm		
	11-Oct	Midterm Review, Social Media		MT Group 12
	13-Oct	Team Social Media Activity		
9	16-Oct	Fall Break-No Class		
	18-Oct	Social Media (Cont.)	Ch. 15	MT Group 13
	20-Oct	J-Generation Speaker (Matt Gardner)		
10	23-Oct	Analytics	Twitter Analytics Definitions (BB)	Strategies & Tactics (team)
	25-Oct	Analytics		
	27-Oct	Analytics		
11	30-Oct	Theory & Persuasion	Ch. 7, Science of Persuasion (BB)	MT Group 14
	1-Nov	Theory & Persuasion	Elaboration likelihood model (BB) Elements of diffusion: pp.1-7 (BB)	MT Group 15
	3-Nov	Theory & Persuasion		MT Group 16
12	6-Nov	Being Creative	Ch.9	MT Group 17
	8-Nov	Social Media Experiment	Following celebrities' tweets about brands (BB)	MT Group 18
	10-Nov	Social Media Experiment		
13	13-Nov	Workshop: Testing messages		
	15-Nov	Workshop: Overall Evaluation		Testing messages (individual)
	17-Nov	Workshop: Overall Evaluation		
14	20-Nov	Online Session: TBA		
	22-Nov	Thanksgiving Break-No Class		
	24-Nov	Thanksgiving Break-No Class		
15	27-Nov	Team Presentation		
	29-Nov	Team Presentation		

	1-Dec	Team Presentation	
16	4-Dec	Workshop: Team report	
	6-Dec	Concluding thoughts	Evaluation Report (team): W. 12/6, 5pm Reflection (individual): F. 12/8, 5pm

**** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. You are responsible for changes announced in class or via email.***