



J320: Intro to Strategic Communication – Fall 2018

What you will learn in J320

J320 is an exploration of the many forms of persuasive communication in corporate and agency settings and the many audiences/publics addressed. The course takes a research-based, strategic, and integrated-communication-system approach to help students understand how communication elements carry out organizational goals and objectives. Course content includes integrated marketing communication elements, such as public relations, advertising, promotion, and relationship /direct /digital marketing.

For students in the School of Journalism's Strategic Communication track, J320 is the course that introduces important fundamental concepts. For students in other majors, including community health, sports marketing, industrial and graphic design, J320 will help you better understand how to apply what you are learning to the world of work.

As a result of taking J320, you should be able to:

- **appreciate** the role of strategic communication in the marketing process and a culturally diverse environment, including the needs of diverse audiences
- **comprehend** the tools of IMC and how to use them to accomplish objectives and achieve goals
- **identify**, through the segmentation process, target markets and target audiences
- **assess** a brand, understand its purpose, value, extensions and equity
- **develop** a marketing/media mix that positions a company and its products well
- **distinguish** between the marketing strategies of consumer and business-to-business marketing
- **understand** how to begin implementing a successful marketing plan

Who's at the front of the room

Kerry Benson
benson@ku.edu

Office hours: Tuesdays, 11 a.m. to 12:30 p.m. / Thursdays, 12:00 to 12:30 p.m.
Appointments welcome

What materials you'll need

A good attitude and access to Blackboard

How you'll earn your grade

Your total points for the semester will come from three exams, attendance/participation/in-class piñatas, and one project in two parts (which I will detail later).

Requirement	Points	
Exam 1	100	
Exam 2	100	
Final exam	100	
Project (Phase I)	50	
Project (Completed)	100	
Attendance, participation and exercises	50	
Total	500	

Remember, grades are earned, not given.

Research suggests a correlation between class attendance and good grades, so attend class if you want to do well. I will make every effort to keep an accurate record of your grades and to post your test scores quickly. I'll post all grades on the course BB site and the computer will calculate your final grade for you.

Although you will receive numerical grades on your projects and exams, your final grade for this class will be a letter grade. Here's how the numbers translate:

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+	63 - 66 = D
60 - 62 = D-	59 or below = F

Students often ask questions about "rounding up" grades—that is, if the final grade contains a fraction, students want to know what happens. Nothing happens. There has to be a line somewhere.

I don't round up.

I don't grade on a curve.

How you'll demonstrate professional behavior

Most of you are going to college because you want to get a good job. In the School of Journalism and Mass Communications, we want to prepare you as well as we can. That's why in all your journalism classes there is an emphasis on professional behavior.

Professional behavior means that your actions in the classroom mirror your actions in the workplace. As your professor, my responsibility is to create an environment for students who want to learn. Help me help you.

- **Attend class.** All materials from class—including discussions and comments from guest speakers —may be included on exams, or should serve as reference in your projects. If you don't come to class, talk with a fellow student about what you missed. I don't post lecture notes online.

To avoid the nonsense associated with “excused” and “unexcused” absences, know that **you have two free absences**. Use your freebies for whatever reason you deem more important than your education. I don't have to know why you aren't in class (except if you have to miss an exam). If you are sick, don't bring me a doctor's note and expect me to give you an “excused” absence. It's just one of your absences.

If you are sick enough to miss multiple class days, contact the AAAC office and ask counselors there to intervene on your behalf.

I will know if you miss class. Don't doubt me.

A makeup exam is only available under these circumstances (with advance notice, when possible):

- a. Medical emergency (documentation required – or a body part)
 - b. Death of an immediate family member (funeral notice may be required)
 - c. Organized school event (with official notification)
- **Don't go into text message overdrive** while in class. An entire class period spent on your phone is 75 minutes you won't get back. And you'll fail.
 - **If you “take notes” on your laptop, then really take notes.** If you shop, play video games, catch up on Reddit, or do homework for other classes, I will know and I will speak to you. I may use harsh language.

How you can seriously blow your grade: Plagiarism and fabrication

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:

“The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

“In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.”

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one’s own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.”

The University defines fabrication and falsification as “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 in the course blog is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the blogs 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.

- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic in a project to make it sound better. Don’t do it.

Here’s my official policy statement: **Don’t be a cheater.**

You know what cheating is and you have known since about third grade.

What’s also boring, but important to note

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.

Note-taking: Pursuant (you gotta love “pursuant”) to the University of Kansas’ [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in J320. 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.

Where you’ll find course materials

I will use the course Blackboard site to keep you up-to-date on class activities. I’ll post a copy of the syllabus and class reading assignments on Blackboard, and I will post grades there as well. You may upload your assignments to this site, or I may have you turn them in as hard copies. I will keep you informed of my choice.

Where to go if you have special learning needs – or your life spirals out of control during the semester

If you have a problem or concern that may affect your learning, contact the AAAC so the folks there can work with you and me toward your success in J320. **Student Access Services**, part of the Academic Achievement & Access Center, works with all units to help students with disabilities - be they physical, medical, sensory, psychological, or related to attention or learning.

The Office of the Vice Provost for Student Success coordinates the University response to campus and individual student emergencies. The Office of the Vice Provost is also the contact when students are involved in a serious incident away from the Lawrence campus. The Office will offer information, counseling, and support to students, their families and others affected by the incident.

To report an extended illness or accident that keeps you away from class, contact the **Academic Achievement and Access Center** at (785) 864-4064, www.achievement.ku.edu. AAAC counselors will talk with parents or guardians and pass any details I need to know along to me.

What you need to know about KU's gun 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.

Tests and guns

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed in an area not directly next to students during exams, and as such those items will not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Who you should see for tech, writing or advising assistance

JSchoolTech provides technical training through workshops, small-group training and online tutorials. We offer support for class assignments, as well as opportunities to apply learning in new ways. View and sign up for events at jschooltech.org.

[Tech workshops for 2018 - read to learn](#)

The Bremner Editing Center in the journalism school, on the first floor of Stauffer-Flint Hall, is a resource for your writing and editing needs. Professor Lisa McLendon and her staff can meet with you individually to help you with writing particular to effective communication, including grammar in presentation slides and transitioning through ideas. She is available during her posted hours. She is not your personal word coach and won't do your work for you. She is, however, a knowledgeable and accessible language guru.

Undergraduate advisees can access Jayhawk GPS by visiting ssms.jayhawkgps.ku.edu or the "Academics" tab in the myKU portal (my.ku.edu). Students can access the platform 24/7 and can see their assigned academic advisor availability in real time to schedule, reschedule, or cancel appointments. Returning students will notice that the interface and navigation of this online appointment scheduler has changed.

Students who are not officially admitted into the J-school will not be able to use Jayhawk GPS to schedule appointments with our advisors. Instead, these students should call or stop by our office to schedule an appointment.

Who gets to alter the schedule?

I do.

I reserve the right to alter this semester's schedule as I see fit to help your particular class learn. I will advise you of changes in class **or** by email - to help you prepare accordingly.

Tuesday, Aug. 21 Intro and basics on marketing/how strat comm fits

Thursday, Aug. 23 Participants in marketing (vendors, marketers, retailers, etc.)

Tuesday, Aug. 28 Markets – consumer, business, service

Thursday, Aug. 30 Markets continued – global

Tuesday, Sept. 4 Regulations, legalities

Thursday, Sept. 6 Issues inherent in industry

Tuesday, Sept. 11 Primary decision-making area 1 – product

Thursday, Sept. 13 Primary decision-making area 2 – pricing/cost

Tuesday, Sept. 18 Primary decision-making area 3 – place/channel

Thursday, Sept. 20 Primary decision-making area 4 – promotion

Tuesday, Sept. 25 Primary decision-making area 4 cont'd – promotion

Thursday, Sept. 27 J-School Generations – promotion cont'd

Tuesday, Oct. 2 **Exam** 

Thursday, Oct. 4 External evaluation 1 (category/competition)

Tuesday, Oct. 9 External evaluation 2 (consumer behavior)

Thursday, Oct. 11 External evaluation 3 (business behavior)

Tuesday, Oct. 16 Fall break 

Thursday, Oct. 18 Project work day

Tuesday, Oct. 23 Internal evaluation 1
(company/communication/brand)

Thursday, Oct. 25 Internal evaluation 2 (brand)

Tuesday, Oct. 30 Internal evaluation 2 cont'd (brand)

Thursday, Nov. 1 **Exam** 

Tuesday, Nov. 6 Segmenting

Thursday, Nov. 8 Targeting

Tuesday, Nov. 13 Positioning

Thursday, Nov. 15 Putting it all together - the plan: Goals and objectives

Tuesday, Nov. 20 The plan: Strategies and tactics

Thursday, Nov. 22 Thanksgiving break 

Tuesday, Nov. 27 Tactics continued – start measurement

Thursday, Nov. 29 Measurement (SEO, analytics, etc.) and budgeting

Tuesday, Dec. 4 TBD

Thursday, Dec. 6 Project work day

Dec. 12 at 1:30 p.m. **Final exam** 