

JOUR 420 (#17855)

Strategic Communication II: Principles of Advertising and Public Relations

Fall 2019

MW: 12:30–1:45 p.m. DHDC 2092

Instructor:

Yuchen Liu

Office: TBD

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Office Hours:

11:30 a.m.-12:30 p.m. Mondays;

2:00 p.m.-3:00 p.m. Wednesdays

and by appointment

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Greetings:

Welcome to Strategic Communication II! This course is designed to foster critical thinking about public relations and advertising. I 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. Requirement: Must obtain a grade of C (2.0) or above to advance in the curriculum. Prerequisite: Admission to the School of Journalism and JOUR 320 with a grade of C (2.0) or above.”

Learning Objectives:

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

1. Understand how strategic communication activities differ by platforms and target audiences
2. Identify strategic communication tactics used online and offline in everyday life
3. Analyze and discuss opportunities and challenges facing strategic communication practitioners
4. Reflect on your own strategic communication practices
5. Develop, implement, evaluate and present your own social media campaign

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Reading:

There is no textbook for this course. You 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.

Suggested readings:

Public Relations: A Value Driven Approach (5th ed.), by David Guth and Charles Marsh

Advertising and Society: An Introduction (2nd ed.), by Carol Pardun ([available online](#))

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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 via email when possible so that 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 one points from your final grade. For instance, if you have three unexcused absences and your final calculated grade is 91, you will receive a 90 for the class. If you have four unexcused absences, I will deduct two points from your final calculated grade. Late arrivals (5 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.

Laptops use in class will depend on the instructor and the activity. For instance, you will not be allowed to use laptops during our in-class exercises and peer presentations. As for cell phones, please put them on silent mode. If you are expecting an important call, please let us 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 midnight on the date indicated unless otherwise specified on our schedule. All assignments must be typed in size 12 font, double-spaced, and sent electronically (submitted on Blackboard or via email, as indicated on the assignment instruction). You do not need to turn in a hard copy. I will mark down late assignments by one point 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: 5%
- Mini Talks (Food for Thoughts): 10%
- Midterm: 35%
- Quizzes: 15%
- Team Assignments: 35%

Attendance and Class Participation: 5%

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 we 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.

Mini Talks (Food for Thought): 10%

You will be paired with other students (up to 5 students per team) to share a current story relating to the advertising and/or PR industry. The story should be less than one month old, and should be from a trade publication or news website. You will give a 10-minute “mini-talk” at the beginning of class that will include a short PowerPoint presentation (three to five slides) and thoughtful discussion questions.

Your presentation will summarize the main idea of the story and its implications for our field. You will email the news story at least 48 hours before your presentation so I can post it on Blackboard for your peers to read, and you will email your slides and discussion questions at least 12 hours before your presentations.

Midterm Exams: 35%

The midterm exam will consist of a series of multiple-choice questions. They 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 exam. You need to be familiar with the material so that 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.

Quizzes: 15%

You will each work on a series of in-class/take-home exercises. Guidelines will be posted on BB.

Group Assignment (Social Media Campaign): 35%

You will develop and implement your own ‘mini’ social media campaign about a specific cause using two of the following platforms: Twitter, Facebook, Instagram. Tactics need to be based on solid research, clearly defined goals/objectives, and effective strategies. You will work in teams with three or four of your classmates based on topic preferences (up to five students per group).

Your grade for the team case study will be calculated as follows: Strategic Communication Plan (45%), Final Presentation (15%) & Final Evaluation Report (40%). Guidelines will be posted on Blackboard. This assignment will include a peer evaluation component.

I will discuss each assignment in more detail during the semester.

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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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School/University Policies and Additional Information

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 JMC School or outside the JMC 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.

Fabrication and Falsification: Fabrication and falsification mean that you made it up. It refers to the unauthorized alteration or invention of any information or citation in an academic exercise.

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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. 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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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 uncocked position

-Must have the safety on, and have no round in the chamber.

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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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IMPORTANT RESOURCES:

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.

The Career and Outreach Office at Stauffer-Flint, Room 120, provides services for all students at the William Allen White School of Journalism and Mass Communications. If you need assistance with resume and cover letter development, job search strategy, internships, mock interviews and LinkedIn profile, schedule an appointment with Steve Rottinghaus at steve_rottinghaus@ku.edu. Make sure to follow job and internship postings on Twitter at [@Rhaus90](https://twitter.com/Rhaus90).

J-School Generations is an annual event that brings together J-School alumni and students to connect, network and have fun. It will take place on Thursday Oct. 24 and Friday Oct. 25. Our alumni, who work in all facets of journalism and strategic communication, are eager to share their advice with you. Learn more and sign up for events [here](http://journalism.ku.edu/j-school-generations) (<http://journalism.ku.edu/j-school-generations>).

Course Schedule (10/16/2019 version 3)

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

Week	Date	Topic	Readings	In-class exercises; assignments; due dates
1	M. Aug. 26	Course Introduction; What is Strategic Comm.	Syllabus	
	W. Aug. 28	Integrated Marketing Communication		
2	M. Sept. 2	Labor Day – No Class		
	W. Sept. 4	Fundamentals of Advertising	- Evolution of Ad; - Future of Ad	
3	M. Sept. 9	Publics	-PR Chapter 4; -Know your publics	
	W. Sept. 11	Situation Analysis; SWOT Analysis	What's SWOT in Strategic Analysis?	
4	M. Sept. 16	Identify cause & Select campaign – ONLINE		Cause & Campaign, by 1:45 p.m.
	W. Sept. 18	PR Process & Models	PR Models	
5	M. Sept. 23	Goals, Objectives, Strategies, and Tactics	Goals, Objective, Strategies, & Tactics	
	W. Sept. 25	Segmenting and Targeting	Building your marketing and PR plan	
6	M. Sept. 30	The Media Planning Process & Media Basics (Quiz 1)	Media audience concept: pp. 89-98	Goals & Objectives; Strategies & Tactics
	W. Oct. 2	Workshop: Strategic Communication Plan		
7	M. Oct. 7	Indexing (Quiz 2)	Indexing: pp. 77-79	
	W. Oct. 9	Competitive Spending Analysis (Quiz 3)		1st draft of Strat. Comm. Plan
8	M. Oct. 14	Fall Break – No Class		
	W. Oct. 16	Geographic Market Analysis	Geographic market	

		(Quiz 4)	analysis: pp. 215-223	
9	M. Oct. 21	Media Scheduling & Buying (Quiz 5)	Media costs: pp.115-125	
	W. Oct. 23	Mid-Term Review & Group Consultant		
10	M. Oct. 28	Mid-term Exam		
	W. Oct. 30	Digital Strategic Communications	2019 Industry report	
11	M. Nov. 4	Creating Social Media Messages	Social media marketing strategy	-2nd draft of Strat. Comm. Plan
	W. Nov. 6	A/B Testing		
12	M. Nov. 11	Social Media Analytics	- Social media metrics; - Social media analytics handbooks	
	W. Nov. 13	Research & Evaluation	-PR Chapter 7	
13	M. Nov. 18	Social Media Practice (Guest Lecture by Heather Perry, Marketing Director of McGrew Real Estate)		Progress Update (TBD)
	W. Nov. 20	Communication Theory I	-PR Chapter 5	
14	M. Nov. 25	Communication Theory II	- Elaboration likelihood model; - Science of persuasion	
	W. Nov. 27	Thanksgiving Break – No Class		
15	M. Dec. 2	Workshop on final project I		
	W. Dec. 4	Workshop on final project II		
16	M. Dec. 9	Final presentations I		
	W. Dec. 11	Final presentations II		
17	M. Dec. 16	No Final Exam		-Final evaluation report & Individual reflection by Dec. 20, at 5:00 p.m.

