



J320: Intro to Strategic Communication – Spring 2019

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: Wednesdays, 9:30 to 10:30 a.m./ Thursdays, 12:15 to 12:45 p.m.
Appointments welcome

What materials you'll need

An attentive and conscientious attitude and access to Blackboard

How you'll earn your grade

Your total points will come from three exams, attendance/participation/exercises 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)	100
Project (Completed)	50
Attendance and participation	30
Exercises	20
Total	500



Research suggests a correlation between class attendance and higher 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. 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 and participation (even when you’d rather have a pencil in your eye than talk in class)

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.

After your two freebies, you lose your attendance and participation points.

Because, really, if you don’t come to class, how can you participate?

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 required)
- c. Organized school event (with official notification)

Just adult (yes, as a verb).

- **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. If Instagram and TikTok are more important than paying attention, I encourage you to take a different class.
- **If you "take notes" on your laptop, then really take notes.** If you shop, play Fortnite, catch up on Reddit, or do homework for other classes, I will know and I will speak to you. I may use harsh language.
- **If you sit in the back to hide, know this:** I still see you. Expect my attention.
- **Carry your weight in the group project.** Because life is group work.

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 is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the assignments 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. 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. I close the course BB site when the semester ends, so stay on top of your numbers. I won't open or re-instate BB for you after the semester ends.

Where to go if you have special learning needs – or if 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.

To report an extended illness or accident that keeps you away from class, contact the **Academic Achievement and Access Center** at (785) 864-4064, <http://access.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](#).

Who you should see for tech, writing or advising assistance

JSchoolTech will again offer workshops and learning opportunities this semester, as well as daily challenges, Adobe Live events and other JBar offerings. Sign up for events here: <http://www.jourtech.dept.ku.edu/events/>

Here is the workshop line up for Spring 2019:

XD Basics – Feb. 1, 10 am - 1 pm

Power Up Resume, portfolio, LinkedIn workshop – Feb. 20 Clarkson Gallery, 3-5 pm

Making micro-videos for social media – Feb. 22, 10-12

Photoshop Composites – March 1, 10-12

Building Digital Assets – March 22, 10-1

Making gifs and simple animation – April 5, 10-noon

Mock it up – April 12, 10-1

(Read descriptions of the workshops here: <https://halawrenz.myportfolio.com/2019-workshops>)

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. Students who are not officially admitted into the J-school will not be able to use Jayhawk GPS to schedule appointments with advisors. Instead, these students should call or stop by the 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 notify you via BB, or in class, so you can plan accordingly.

Schedule of topics – Spring 2019

Jan. 22 -24: Intro and some marketing basics

How strategic communication fits
Participants in marketing, including vendors, retailers and marketers

Jan.29-31: Markets

Consumer, business, service, global

Feb. 5-7: Decision-making areas

Product/consumer wants and needs
Price/cost

Feb. 12-14: Decision-making areas

Place/channel
Promotion/communication

Feb. 19-21: Decision-making area

Promotion, promotion, promotion

Feb. 26-28: Clean up in the decision-making aisle

Exam #1 on Feb. 28

March 5 - 7: External evaluation

Category, competition
Consumer behavior
Business behavior

Spring (yay) Break ☺✈️👋

March 19-21: External evaluation wrap and internal evaluation intro

Company, communication, brand

March 26-28: Brand elements

All things brand, including Brand Identity Prism
Brand social listening

April 2-4: STP

Segmenting
Targeting

April 9-11: Positioning

Exam #2 on April 11

April 16-18: Industry issues

Regulations, legalities

April 23-25: Putting it all together in the marketing plan

Goals
Objectives

April 30 – May 2: The plan continued

Strategies
Tactics

May 7-9: The plan continued

Measurement (SEO, analytics)

Final exam: Thursday, May 16,

1:30-4 p.m. in Strong 330