

JOUR 560 – Message Development

Lectures, Assignments and Assigned Readings

Spring 2017

(subject to change)

Date	Lecture	Reading <i>SW=Strategic Writing</i> <i>AP=Primer on AP Style</i>	Lab Assignments and Due Dates
January			
W-18	Introduction to Message Development;	AP: pp. 1-2	Lab week 1: No labs this week
M-23	Research and Strategic Message Planners (SMPs)	SW: pp. 1-10, 119-132	Lab week 2: Assign: SMP Parts 1-3
W-25	Strategic Communication Research Quiz 1 – SW Appendix A/Part 1 (pages 235-241) & AP pages 1-2		
M-30	News releases, Media kits: Backgrounders and social media news releases (SMNR)	SW: 41-61	Lab week 3: Assign: News release, backgrounder and (SMNR)
February			
W-1	Creativity		
M-6	Super Bowl - history and discussion of this year's ads		Lab week 4: Assign: SMP Parts 4-10 Due: SMP Parts 1-3
W-8	Persuasive Writing; Quiz 2 – SW Appendix A/Part 2 (pages 241-247) & AP pages 3-5	SW: pp.32-33	
M-13	Resume and Job Request Letters (JRL)	SW: 216-224	Lab week 5:
W-15	Advertising approaches and appeals		In-Lab: JRL Assign: Resume & BNBL
M-20	Print ad writing	SW: 133-138	Lab week 6: Assign: Print Ad Due: SMP Part 4-10 Due: B-SMR
W-22	Print ad design; Quiz 3 – SW Appendix B (pages 248-252)		
M-27	Broadcast/podcast writing	SW: 11-15	Lab week 7: In-lab: Radio ad script Assign: Radio spot ad
March			
W-1	Radio ad production	SW: 139-143	
M-6	Bad news business letters (BNBL)	SW: 208-210	Lab week 8: Assign: TV ad Due: Print ads
W-8	The grammar of video; Quiz 4 – SW Appendix C (pages 253-255)	SW: 144-150	
M-13	Video Editing - Heather Lawrenz, J-School digital media specialist		Lab week 9: Due: Radio ads
W-15	Strategic Planning Quiz 5 – Broadcast Style (SW 11-15)		

March (continued)			
M-20	Spring Break		No school, no labs!
W-22	Spring Break		
M-27	Discuss the final project		Lab week 10:
W-29	Exam		Assign: Final Project
April			
M-3	Ethics and strategic communication	SW: pp. 26-29	Lab week 11:
W-5	Diversity in Strategic Communication		Due: TV ads
M-10	Sales letters, e-blasts and social media	SW: pp. 177-182	Lab week 12:
W-12	Crisis Communications		Assign: Sales letter
M-17	Proposals and marketing plans	SW: pp. 167-173	Lab week 13:
W-19	Campaigns preview		Due: SMP drafts Due: Sales letters
M-24	Group consultations on final project		Lab week 14:
W-26	Group consultations on final project		No lab, consultations
May			
M-1	Students work on final project – no lecture		Lab week 15: Due: Final Project
W-3	Students work on final project – no lecture		

Summary of Assignments

ASSIGNMENT	POINTS	DUE
SMP-Parts 1-3	25	Lab 4
SMP Parts 4-6	25	Lab 6
Job request letter	25	Lab 3 (written in lab)
Resume	25	Lab 4
Bad news business letter	25	Lab 5
News release	25	Lab 5 (written in lab)
Backgrounder	25	Lab 6
Social media news release	25	Lab 6
Print ad	100	Lab 8
Radio script	25	Lab 7 (written in lab)
Radio ad (partnered)	100	Lab 9
TV ad (partnered)	100	Lab 11
Sales letter	25	Lab 13
Final Project (partnered)		
SMP draft	0	Lab 13
SMP final	50	Lab 15
Print ad/copy draft	50	Lab 15
Radio ad/script	50	Lab 15
TV ad/script	50	Lab 15
Exam	150	March 30 lecture period
Five Quizzes (20 points each)	100	
TOTAL	1,000	