

**Strategic Communication II: Principles of Advertising and Public Relations  
Syllabus**

**JOUR 420 (#20310)**

**Fall 2016**

**MW: 12:30–1:45 p.m.**

**2092 Dole Building**

Professor:

Dr. Barbara Warner

Office: 208 Stauffer-Flint Hall

Email: [warner@ku.edu](mailto:warner@ku.edu)

Phone: 785-864-7626 (use during office hours only)

Office hours:

2 p.m.-3 p.m. Mondays & Wednesdays  
and by appointment

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**Greetings:**

Welcome to Strategic Communication II. This course is designed to deepen your understanding of public relations and advertising. I will discuss many key concepts of strategic communication and apply them to concrete scenarios and projects during the semester.

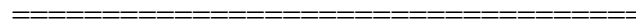
**Course description from the KU catalog:**

“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. 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.”

**Learning Objectives:**

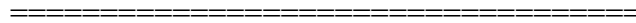
By the end of this course, you should be able to:

- Understand how strategic communication activities differ by organization and target audiences
- Identify strategic communication tactics used in everyday life
- Analyze and discuss the opportunities and challenges facing strategic communication practitioners
- Critically evaluate public strategic communication research and execution
- Research, formulate, analyze and present strategic communication cases
- Keep in mind inclusion and diversity in all your professional efforts



**Reading:**

The required textbook for this course is a spiral-bound custom book that contains chapters from *Public Relations: A Value Driven Approach* (5<sup>th</sup> Ed.), by David Guth and Charles Marsh, as well as chapters from *Advertising & IMC: Principles and Practice* (9<sup>th</sup> Ed.), by Sandra Moriarty, Nancy Mitchell and William Wells. Additional materials will be posted on our Blackboard site.



**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.”

**Additional Information on Attendance, Expectations & Commitment in This Class:**

I will take attendance in each class. 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 when possible so you can make arrangements to make up the missed classes.

More than two unexcused absences will affect your final grade. Each additional absence will take away two points from your final 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.

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 having reviewed the assigned materials and ready to discuss them. This will help you better understand the day's topic and facilitate our discussions.

During our discussions, please respect the ideas of your peers. You are encouraged to challenge someone's particular reasoning, as long as you are 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 study and to clearly articulate your reasoning.

You are allowed to bring laptops to class as long as you use them responsibly. However, I will ask you to close your laptops during our in-class exercises and presentations. If your laptops are distracting the class – that is if your peers are paying more attention to your computer screen than to our class, I will ban laptop use in class for everyone. Please do not just surf the web, attend to email or do other non-class-related activities on your laptop. As for cell phones, please put them on silent mode. If you are expecting an important call, please let me know at the beginning of class, and sit next to the classroom door. Please do not engage in non-class activities on your cell phone.

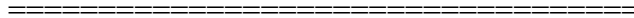
You are responsible for completing all assignments on time. Assignments are due by the date and time indicated, unless otherwise specified. All assignments must be typed in size 12 font, double-spaced, and sent via email to [bwarnerprojects@gmail.com](mailto:bwarnerprojects@gmail.com). You do not need to turn in a hard copy. Do not send any other communications to this email – keep it solely for turning in projects. For other matters, use my KU email address.

If you are absent, make sure you get your assignments in on time. Do not miss class to work on assignments. As has been attributed to Woody Allen, 80 percent of life is showing up. I will mark down late assignments (late being 10 minutes or more past the due time) by three points for each

late day, including weekends. As assignments are usually due by 11:59 p.m., late points commence after midnight. Extensions may be granted only as circumstances warrant. There comes a point at which the accumulation of late points no longer makes it worthwhile to submit the assignment. 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. It is amazing how much people judge you by your writing, even in emails and texts.

As your professor, I have a commitment to inclusion and diversity, and a belief that this should be inherent in all aspects of our treatment of one another and in the profession.



**Assignments and Points:**

Your final grade will be based upon the following assignments:

- Class Participation: 20 points
- Press Release: 20 points
- Advertisement: 20 points
- Midterm: 20 points
- Team Case Study: 100 points
- Final: 20 points
- TOTAL 200 POINTS**

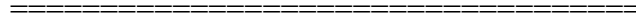
Never underestimate the value of what may appear to be a small number of points – they add up and can easily tip grades. You can think of these points as percentages. However, I work in points to make things simpler to grade and to avoid weighted totals. I will give points only on assignments, rather than grades. However, you can add up your points throughout the semester and compare them to ultimate grade values. Assignments can be found in Blackboard.

**Grades and Points:**

To calculate your final grade, I will use the following scale (expressed in points out of 200):

A = 185-200	C = 146-155
A- = 180-184	C- = 140-145
B+ = 176-179	D = 120-139
B = 166-175	F = 119 or below
B- = 160-165	
C+ = 156-159	

Whether I decide to round up a grade is at my discretion and depends on other factors regarding your performance and attendance. Please do not lobby me for higher grades, especially at the end of the semester. This is unethical. My goal is to be as fair as possible.



**Class Participation: 20 points**

As mentioned, your participation will impact the quality of this course. I 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. Presenting yourself well in public will serve you well throughout your career.

Participation includes comments and involvement in our in-class discussions and group exercises; comments or links relevant to the class posted on our Blackboard discussion board; and other material you 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 contribute to your participation. However, be aware that there is no exact formula for judging participation. I get a feel for your level of participation as we go through the course. And of course I pay attention to your attendance.

**Press Release & Advertisement: 20 points each, 40 points total**

These are individual assignments. You will each write a press release and create an advertisement related to the topic of your team's case study. You can be as creative as you wish with the specific topic of your press release and advertisement, but the information contained in these assignments must be based on secondary (existing) research.

**Midterm & Final: 20 points each, 40 points total**

The midterm and final exams will each consist of 20 multiple choice questions worth one point each. Please bring a pencil to answer questions on a scantron, which I will provide. And please review in Blackboard tips on how to write good multiple choice questions.

You will be allowed to bring one 4" x 6" index card containing notes (front and back) from our classes to help you with each exam. All information on the index card must be hand-written. I

will collect all index cards after the midterm and final to make sure you used them appropriately.

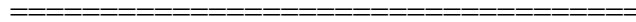
Please note that fitting as much content as possible on your index card will not guarantee a high grade on the exam. You need to be familiar with the material so that you do not waste too much time looking for answers on your index card. Cards should represent your emergency solution in case your mind goes blank on a particular concept.

Make-up exams will not be given unless they are the result of an excused absence. If you foresee a conflict, let me know as soon as possible so that I can make appropriate arrangements.

**Team Case Study: 100 points**

This is the big project of the semester. You will write an analysis of your own case study of a strategic communication campaign that took place in the last five years. You will work in teams with two or three of your classmates based on topic preferences (international strategic communication; community relations/nonprofit organizations; consumer relations; government relations; crisis communication; sports/entertainment/travel). The case you decide to analyze 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.

Your grade for the team case study will be calculated as follows: Case Proposal (15 points); Case Research Findings (30 points); Case Study (40 points); Case Study Presentation (15).



**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.*

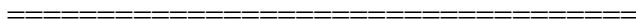
Plagiarism

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.

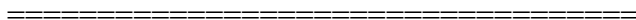


**Copying or Recording**

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. **Note:** Note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the Americans with Disabilities Act, is **not the same** as commercial note-taking and is **not** covered under this policy.



**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).

**Students with Disabilities**

The Office of Student Access Services, 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 Student Access Services, please do so as soon as possible. Please also contact me privately early in the course in regard to this course. Additional information can be found at <http://www.disability.ku.edu/~disability/>.