**Fall 2015 Course Syllabus • Leadership Communication (JMC:3600:0002)**

Lecture: Monday 3:30 to 5:20 p.m. in W332 AJB  
Lab: Wednesday 3:30 to 5:20 p.m. in W332 AJB

Instructor: Greg Johnson, [gregory-johnson@uiowa.edu](mailto:gregory-johnson@uiowa.edu)  
- Office Hours: anytime by appointment  
- Office Location: W 318 General Hospital

Course website: [https://icon.uiowa.edu](https://icon.uiowa.edu) • JMC:3600:0002 Fall15 Topics in Media Production

SJMC DEO: David Ryfe, [david-ryfe@uiowa.edu](mailto:david-ryfe@uiowa.edu), 319-335-3486

**Course Objectives**

This course offers journalism students, at the undergraduate and master’s level, an opportunity to develop their skills as innovators, managers, and communicators in a corporate, small business, or non-profit setting. Lectures, guest speakers, and laboratory experiences will emphasize three aspects of effective leadership communication in a business setting:

- Reinforcing communication fundamentals;  
- Introducing and analyzing organizational communication theory and practice;  
- Producing successful communication results, individually and as part of project groups.

**Course Outcomes**

- Class members will produce a portfolio of business communication projects in print, video, and online formats.  
- Class members will demonstrate an understanding of how managers succeed in producing effective communication strategies to solve the challenges typical of a business organization in the arenas of public relations, marketing, strategic planning, internal reporting, customer service, and product promotion.  
- Class members will meet and interact with area business professionals to develop mentoring opportunities.

**Readings**

This class has no required textbooks. All readings and materials will be posted on ICON. You are expected to complete readings by the start of lecture in the week indicated. We also will use *The Associated Press Stylebook*, which was required for the prerequisite course, Journalistic Reporting and Writing.

**Grade Allocation**

Attendance and In-class Participation: 10 percent
- Attendance is required in the weekly lecture and the lab session.  
- Three to four unexcused absences will result in an automatic half-grade deduction (5 percent).  
- Five or more unexcused absences will result in a full-grade deduction.  
- Missing more than five classes, without discussing the situation with me, could result in a failing grade for the course.  
- I expect that you will come to lectures and labs prepared to participate.  
- You cannot make up in-class work for unexcused absences.

Weekly Readings and Individual Writing Assignments: 10 percent
- Three to four assignments will require a thorough analysis of a business topic and producing a concise summary of your findings and recommendations.

Quizzes: 10 percent
- Five announced quizzes will cover readings and lecture material.

Lab Exercises: 15 percent
- Each week I will assign projects for you to work on during the laboratory period (Wednesday session) of the course.  
- Some projects will be assigned to you for individual completion and some will be assigned as small-group projects.
Group Project: 15 percent
• Near the mid-point of the semester, you will work in a group of four or five to complete an assignment to effectively address a communication challenge.

Individual Project: 20 percent
• Near the close of the semester, you will complete a project of your own design that lays out the planning for a many-faceted communication challenge. It will demonstrate a proof of concept for effectively accomplishing one aspect of that challenge.

Final Exam: 20 percent
• The final examination will be an essay and portfolio exam, done by you individually.
• The essay portion will gauge your understanding and analysis of leadership communication theory.
• The portfolio portion will demonstrate your ability to produce an effective communication project under specific design and deadline criteria.

**Grading Scale**

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<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94 and above</td>
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<tr>
<td>A-</td>
<td>90–93</td>
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<tr>
<td>B+</td>
<td>87–89</td>
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<tr>
<td>B</td>
<td>83–86</td>
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<tr>
<td>C+</td>
<td>77–79</td>
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<tr>
<td>C</td>
<td>73–76</td>
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<tr>
<td>D+</td>
<td>67–69</td>
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<tr>
<td>D</td>
<td>63–66</td>
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<tr>
<td>B+</td>
<td>87–89</td>
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<tr>
<td>C-</td>
<td>70–72</td>
</tr>
<tr>
<td>F</td>
<td>59 and below</td>
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**Late policy**

No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with me before the assignment is due to make an arrangement. Technology excuses are not acceptable.

Assignments turned in late without an approved extension will be marked down a letter grade for every day late. After five days late, the assignment will earn a 0.

Please do not hesitate to contact me to discuss assignments including questions about technology.

**A Note on Collaboration**

I will make clear which assignments are to be completed individually and which are to be completed in collaboration with one or more classmates. Each student on a group project team is expected to complete a similar amount of work and to contribute equally to the project. For larger group projects, each student will complete a self-evaluation and a group evaluation, describing this equality or the lack of it during the group’s work.

For more information, see the assignment sheet, the grading rubric, and the self-evaluation form for the project. Students who misrepresent themselves as equal partners in a collaborative project but who are actually letting others do the bulk of the work will be reported to the College for academic dishonesty. If you have questions, please ask me.

**Equipment**

Equipment used in this class is available for checkout in the equipment room located on the first floor of the Becker Communications building. We have access to audio recorders, cameras, and other accessories.

This is valuable, expensive equipment, and you are responsible for maintaining it when you check it out.

You are welcome to use your own equipment or any other equipment available to you, but we will only provide technical support and training for the equipment reserved for this course. The same goes for software – you are free to use other software, but we will only provide support for the software we teach.

Bring any questions or problems to Tim Looney at cla-film-broadcasting@uiowa.edu or 319-335-0587.
The Iowa Dozen (practices specific to the School of Journalism and Communication)

As one of more than 104 programs in journalism and mass communication accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we must assess student learning to assure that each of our graduates meets the following standards.

We learn to ...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.

We value ...
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.

The College of Liberal Arts and Sciences: Policies and Procedures

Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at http://clas.uiowa.edu/students/handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences (Operations Manual, III.15.2, k.11).

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Honesty
All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies
The final examination schedule for each class is announced by the Registrar generally by the tenth day of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to
a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.

**Reacting Safely to Severe Weather**

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.

The CLAS policy statements have been summarized from the web pages of the College of Liberal Arts and Sciences.