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 the instructor, could result in a failing grade for the course.
- It is expected 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 you will be assigned projects to be worked 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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94 and above</td>
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<tr>
<td>B-</td>
<td>80–82</td>
</tr>
<tr>
<td>B</td>
<td>83–86</td>
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<tr>
<td>B+</td>
<td>87–89</td>
</tr>
<tr>
<td>A-</td>
<td>90–93</td>
</tr>
<tr>
<td>C</td>
<td>70–72</td>
</tr>
<tr>
<td>C+</td>
<td>77–79</td>
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<tr>
<td>D</td>
<td>60–66</td>
</tr>
<tr>
<td>D+</td>
<td>67–69</td>
</tr>
<tr>
<td>F</td>
<td>59 and below</td>
</tr>
</tbody>
</table>

Late policy

No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with the instructor 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 the instructor to discuss assignments including questions about technology.

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.

Checkout

To check out equipment for this course, please reserve it by visiting [http://research3.its.uiowa.edu/film/](http://research3.its.uiowa.edu/film/).

- You must reserve equipment by 8 a.m. on the day you’d like to check it out. You can only reserve equipment for pickup on a Monday, Wednesday or Friday. You can reserve equipment up to two weeks in advance. You must have a valid University of Iowa student ID card to checkout equipment.
- Pick up reserved equipment between 2:00 – 4:00 p.m. on Monday, Wednesday, and Friday only. Students without a reservation may check out equipment from 4:00 p.m. – 4:30 p.m. on Monday, Wednesday, or Friday, if equipment is available.
- Return equipment between 8 a.m. – 12 p.m. Monday through Friday.
- Equipment checked out Monday is due Wednesday before noon; Wednesday is due Friday before noon; Friday is due Monday before noon.
• Journalism students pay a $15 late fee for every day late. Three occurrences of late returns may result in loss of checkout privileges. Prevent late fees by contacting checkout staff before equipment is due.
• It is your responsibility to make sure that everything listed on the contract is included and working before signing. Anything found missing or damaged upon return will be charged to your U-Bill. Equipment returned dirty may be charged a $10 cleaning fine.
• If you are unable to pick up equipment you reserved, you must cancel your reservation before checkout time via email or telephone, or be charged a $5 fine. Any equipment not picked up by 4:00 p.m. may be checked out to other users.
• Someone else may pick up the equipment for you as long as you have made prior arrangements with checkout staff. Valid university ID must be presented.
• When checking out multiple pieces of equipment, please reserve the same equipment number for everything you need (ex: Camera #1, Tripod #1, H2 #1, etc.).
• Please reserve only the equipment that you plan to use. If you decide in advance that you do not need a piece of equipment, delete it from your online reservation. Only one camera per student without written consent from instructor.
• Any use of University of Iowa equipment for purposes other than those relating directly to coursework is strictly prohibited. Students in violation of this policy will permanently lose access to Production Unit equipment.

With questions or problems, contact 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 Student Academic 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. Scroll down to k.11.)

Academic Fraud
Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.
Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

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.

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 at www.uiowa.edu/~eod/policies/sexualharassment-guide/index.html 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. (Operations Manual, Part IV, 16. See items e, h, and i.)

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