This course is designed to give students an introduction to the field of strategic communication. We will cover five main areas: 1) The role of strategic communication; 2) the process (from research and planning to implementation and evaluation); 3) the fundamental concepts of strategy; 4) the tactics used by strategic communication professionals; and 5) the application of the process, strategies and tactics in major areas of practice. This course will help you look at situations, note the opportunities and/or problems, and deal with them in a logical, analytical manner taking into consideration diversity and new technologies. It presents exercises in critical thinking and will help you improve your individual writing style. This course also provides the foundation of knowledge needed to progress to the more advanced courses in the Masters of Strategic Communication program.

Course objectives

By the completion of this course, students will be able to:

☐ Identify the role and functions of strategic communication in a contemporary society.
☐ Understand the historical evolution of strategic communication, career opportunities in the field, and professional, ethical and legal responsibilities.
☐ Learn basic processes of strategic communication – research, planning, communication, evaluation – and the use of communications strategies and tactics to achieve organizational goals and objectives.
☐ Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and the purposes they serve.
☐ Critically evaluate potential effects of strategic communication practices.

Course Requirements

Text:

*Public Relations: Strategies and Tactics (11th edition)*

By Dennis L. Wilcox, Glen T. Cameron, & Bryan H. Reber (2015)

Other readings and assigned materials will be made available on the Internet at the ICON website. All readings should be completed before lecture.

Media/System Requirements:

Listed below are the media/system requirements applicable to this course:

☐ **System requirements.** Computer with high speed Internet access.
☐ **Need technical support?** Contact the Division of Continuing Education technical support staff at dce-techsupport@uiowa.edu.
Course Policies

Online classroom conduct:
No inappropriate behavior will be tolerated during this course. Critical thought and discussion is encouraged, however, classroom civility is required at all times. The instructor reserves the right to delete any message board post that includes racist/sexist/bigoted language or personal attacks against another class member.

Student Support
This course assumes students have basic computer skills and are knowledgeable of the various programs and hardware they will need to use during this session (e.g., Microsoft Word). For information and computer support geared toward distance education students, access:

- the Continuing Education Technical Support page - [http://www.continuetolearn.uiowa.edu/tech-support/index.html](http://www.continuetolearn.uiowa.edu/tech-support/index.html)
- the Student Guide to ICON - [https://icon.uiowa.edu/help/students/](https://icon.uiowa.edu/help/students/)

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.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa email address (@uiowa.edu). Check this account regularly. Faculty and students should use this account for correspondences. ([Operations Manual, III.15.2](#)). Scroll down to k.11.

**Tips for Harmonious Email Communication:** You should feel free to email me with class questions or to set up meeting times. I try to respond to student emails in a timely manner (usually within 24 hours) but please try to avoid sending last-minute messages. If you have a question regarding any assignment, please try and contact me at least 48 hours prior to their due date.

Netiquette
Students need to effectively communicate with each other and their instructors when working online. Although it may not be intended, tone in communication is often read differently than when it is presented in the form of speech. For tips on "Netiquette" technique, go to: [http://www.albion.com/netiquette/](http://www.albion.com/netiquette/)

Academic Honesty
All CLAS students 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).

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit with Professor Dalrymple, and then the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook). The DEO for the School of Journalism & Mass Communication is Prof. David Ryfe, phone 319.335.3486.
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.

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.

*These CLAS policy and procedural statements have been summarized from the web pages of the College of Liberal Arts and Sciences and the University of Iowa Operations Manual.

Grading:
Total of 1000 points possible. Grades will be based on the following:
- 550 pts – Campaign Project
  - 20pts – Pitch
  - 110pts – Situational Analysis
  - 160pts – Research Analysis
  - 160pts – Media Strategy
  - 50pts – Evaluation Plan
- 50pts – Finalized Campaign Plan Package
- 300 pts – Weekly discussion posts
- 150 pts – Weekly participation

Do not assume grades will be rounded up or curved. Your scores on each assignment will be posted on ICON in the gradebook section. You can keep track of the points you earn toward the desired grade on the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>97.5-100%</td>
</tr>
<tr>
<td>A</td>
<td>92.5-97.4%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.4%</td>
</tr>
<tr>
<td>B+</td>
<td>87.5-89.9%</td>
</tr>
<tr>
<td>B</td>
<td>82.5-87.4%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.4%</td>
</tr>
<tr>
<td>C+</td>
<td>77.5-79.9%</td>
</tr>
<tr>
<td>C</td>
<td>72.5-77.4%</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.4%</td>
</tr>
<tr>
<td>D+</td>
<td>67.5-69.9%</td>
</tr>
<tr>
<td>D</td>
<td>62.5-67.4%</td>
</tr>
<tr>
<td>D-</td>
<td>60-62.4%</td>
</tr>
<tr>
<td>F</td>
<td>59.9% or below</td>
</tr>
</tbody>
</table>

Assignments:
All assignments must be uploaded to the ICON website on or before the due date (see the course schedule). All papers must be double-spaced and include your name, the date, and your section number.

Strategic Communication Campaign Plan – For this assignment, you are to find a company/organization that you believe should undergo a rebranding and needs a new strategic communication plan. As you design the campaign plan, you will conduct a situational analysis on the company/organization, research the potential audiences of the campaign, complete a media plan for the launch, and design an evaluation plan that will assess the success of the campaign. You will complete this project in stages, so that you may receive feedback at multiple points during the semester. Information assignment sheets are posted on ICON for each of the sub-assignments. Your final project will be due on the last day of class.

Weekly Discussion Posts (WDP) – Each week, the professor will post a brief response assignment. This may involve assessing news regarding a current campaign or company, completing a short case study, or responding to an assignment at the end of one of the book chapters. You are responsible for posting a 250-300 word response to the weekly discussion board. These responses should be critically thought out and well written.

Weekly Participation – Each week, you will respond to another student’s WDP. This cannot be a short quip, but instead should be thoughtful commentary or critical questions supported with evidence (~100 words).
**Tentative schedule:**

Check our site on ICON for updates the schedule below. Read the assignments **before** listening to lectures each week.

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture</th>
<th>Readings</th>
<th>Assignments Due Dates and Exams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 (8/24)</td>
<td>What is Strategic Communications?</td>
<td>Public Relations, Chapters 1&amp;2</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 2 (8/31)</td>
<td>Jobs in Strategic Communication</td>
<td>PR, Chapter 4</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 3 (9/7)</td>
<td>Ethics and Professionalism</td>
<td>PR, Chapter 3</td>
<td>Weds: Campaign Pitch Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 4 (9/14)</td>
<td>Research and Audience Analysis</td>
<td>PR, Chapters 5&amp;11</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 5 (9/21)</td>
<td>Planning and Communication Goals</td>
<td>PR, Chapters 6&amp;7</td>
<td>Weds: Situational Analysis Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 6 (9/28)</td>
<td>Public Opinion and Strategic Communication</td>
<td>PR, Chapter 3 &amp; TBD Additional Reading</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 7 (10/5)</td>
<td>Developing a Media Plan</td>
<td>PR, Chapters 13&amp;15</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 8 (10/12)</td>
<td>Working with the Public and Preparing Materials</td>
<td>PR, Chapters 16&amp;14</td>
<td>Weds: Research Analysis Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 9 (10/19)</td>
<td>Evaluation Plan</td>
<td>PR, Chapter 8 &amp; Additional Reading</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 10 (10/26)</td>
<td>Preparing and Responding to Crises and Risk</td>
<td>PR, Chapter 10 &amp; Additional Reading</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 11 (11/2)</td>
<td>Strategic Communication and the Law</td>
<td>PR, Chapter 12</td>
<td>Weds: Media Strategy Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 12 (11/9)</td>
<td>Entertainment, Sports and Tourism</td>
<td>PR, Chapter 18</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 13 (11/16)</td>
<td>Politics and Government</td>
<td>PR, Chapter 19</td>
<td>Weds: Evaluation Plan Friday: WDP &amp; Response</td>
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<td></td>
<td></td>
<td></td>
<td><strong>Thanksgiving Break -- 11/23</strong></td>
</tr>
<tr>
<td>Week 14 (12/30)</td>
<td>Global Public Relations</td>
<td>PR, Chapter 20</td>
<td>Friday: WDP &amp; Response</td>
</tr>
<tr>
<td>Week 15 (12/7)</td>
<td>Nonprofit, Health and Education</td>
<td>PR, Chapter 21</td>
<td>Friday: WDP &amp; Response &amp; Final Campaign Package</td>
</tr>
</tbody>
</table>
The Iowa Dozen

The UI-SJMC believes that the following knowledge and skills are essential for our majors. We will be incorporating many of these throughout this course, especially those marked by *.

We learn…
- to write correctly and clearly
- to conduct research and gather information responsibly*
- to edit and evaluate carefully
- to use media technologies thoughtfully
- to apply statistical concepts appropriately*

We value…
- First Amendment principles for all individuals and groups
- a diverse global community
- creativity and independence
- truth, accuracy, fairness, and diversity*

We explore…
- mass communication theories and concepts*
- media institutions and practices*
- the role of media in shaping cultures

Resources for Students

Writing Center – 110 EPB, 335-0188, http://www.uiowa.edu/~writingc
Speaking Center – 153 EPB, 335-0205, http://clas.uiowa.edu/rhetoric/for-students/speaking-center
Language Media Center – 120 PH, 335-2331, http://clas.uiowa.edu/dwlc/lmc