Course Instructor
Dr. Kylah J. Hedding
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Email: kylah-hedding@uiowa.edu
Office Hours: Drop in via Zoom Thursday 3:30-4:45 or by appointment.

Academic Course Home
College of Liberal Arts and Sciences – School of Journalism and Mass Communication
DEO: David Ryfe
Phone: (319) 335-3486
Email: david-ryfe@uiowa.edu

Course Details
Tuesday Lecture: 3:30-4:45 pm
Thursday (Optional) Drop In: 3:30-4:45 pm
Zoom Meeting ID:
To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password.
http://icon.uiowa.edu/index.shtml

Prerequisites
NONE

Course Description and Goals
The term “strategic communication” covers a lot of territory from public relations to marketing/advertising to internal communications to advocacy/lobbying. It requires an array of skills, including social/digital media management, traditional media relations, content development, event planning, and fundraising. It can be used across industries, from healthcare to finance to sports to government to consumer goods to nonprofits. At its core, strategic communication is the planned effort to influence others by providing information and developing relationships. This course introduces students to the multifaceted world of strategic communication practice in the 21st century.

By the end of the course, you will understand:

- Strategic communication **concepts, terms, and processes** in a variety of settings.
- The role of **planning, research, and evaluation** in strategic communication campaigns.
- How to **analyze** strategic communication **problems, publics, and stakeholders**.
- How **organizations and causes** use strategic communication to achieve goals.
- **Regulatory, legal and ethical considerations** that are essential for strategic communication.
- The **interdependence** of strategic communication **practices, media content, and new media technologies**.
- The **history, scope, and structure** of the strategic communication industry in the United States and globally.

Additionally, you will develop your skill set for writing and editing across multimedia platforms.
SJMC Learning Objectives

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. This course, which is a foundation course for majors, contributes to the following areas:

- **Media Literacy**: Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains. *Much of the media content available today is (at least in part) a function of strategic communication.*

- **Writing and Storytelling**: Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally accepted standards in all work. *Crafting a narrative to effectively reach and persuade a specific audience is the cornerstone of strategic communication.*

- **Multiculturalism**: Understand the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications. *Effective strategic communication is audience based, focusing on the needs, wants, and experiences of your target publics.*

- **Law and Ethics**: Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development. *Strategic communication (PR, marketing, advertising, social) has guidelines similar to—but different from—journalism.*

- **Media History**: Understand the history of media in the context of industries and identify transformations in audiences, engagement, and business practice over time. *What we know as strategic communication developed to meet communication needs of organizations to manage relationships with their publics, including, but not limited to, journalists.*

Click here for the complete SJMC Assessment Plan.

Required Textbook/Media

The required book for this course is *Public Relations, 1st edition*, by Tom Kelleher (ISBN 978-0190201470, © 2018 by Oxford University Press). The price ranges from approx. $45 used/rental to approx. $80 new. The book is available at the University Bookstore in the IMU or Amazon, with a reserve copy in the J-School Resource Center. I will also post additional readings to the appropriate ICON module.

In addition to your readings, I expect you to keep up with current events. It’s important to know what’s going on in the world, and what issues your clients (or potential clients) could be facing. It makes you a more effective practitioner! We will discuss in class some easy ways for you to keep up with current news and industry issues.

Because many organizational style guides are based on AP Style, you will be expected to learn the basics for this class. You will find a brief overview of important AP Style rules on ICON. The University of Iowa provides access to the AP Stylebook Online for students through the Journalism and Mass Communication subject guide at the University of Iowa Libraries website: [http://guides.lib.uiowa.edu/jmc](http://guides.lib.uiowa.edu/jmc).

Course Structure and Assessment

This course will be a mixture of lecture and discussion that includes the material from the textbook and other professional publications, as well as current events. You will be assessed weekly with Key Concept Checks to gauge your grasp of the key concepts for each topic and Learning Exercises to assess your ability to describe, analyze, and/or apply these concepts. You will have two Section Exams that cover the material from those specific sections, as well as Final Exam that covers the entire semester. An overview of the course work can be found below. Additional details and specifics on assignments will be available via ICON.
Course Work

Lectures: I will be conducting lectures live via our Zoom room most Tuesdays during class. My goal is to keep them relatively short (10-20 minutes). The lectures will be recorded and posted to ICON immediately after class for those who cannot log on.

Discussion Participation: After each lecture, we will break for small group discussion. If you are unable to join class for the lectures, you will have two more opportunities to participate in discussion that week: (1) You may log on to Zoom for the Thursday Drop In or (2) You may participate in the written discussion thread. I will expect you to participate in some form at least eight weeks. Keeping track of this will be your responsibility. Please note that participation is based on quality – i.e. just because you hit all the metrics for amount of participation does not mean you will automatically get a 100% grade for participation.

Key Concept Checks: Each week, you will be required to complete a short assignment (usually a quiz that will be a combination of multiple choice, true/false, and short answer, though you might see different formats later in the semester). These checks will cover key concepts from the reading and other content assigned that week that you need to know for class. Key Concept Checks will generally be due EOD (11:59 pm) Monday through ICON. It is your responsibility to pay attention to ICON and/or the syllabus to determine when reading checks are due. While you cannot make up Key Concept Checks, I will drop your lowest two scores at the end of the semester.

Learning Exercises: Most weeks, you will be required to complete an exercise that will help you analyze and/or apply the concepts from the content and lecture(s) for that week. Please note: Learning Exercises will generally be due EOD (11:59 pm) Friday through ICON each week. It is your responsibility to make sure you turn your exercises in on time. I will drop your lowest two scores at the end of the semester.

Exams: This course is designed as an overview of the principles of strategic communication. To that end, it is important that you understand key concepts and definitions. You will have three exams that will cover lecture, reading, and class discussion (including current events). The typical exam format will be a mix of multiple choice, matching, and short answer. The exams at the end of Sections A and B will cover those sections, while your final exam will cover the whole class. Exams will be timed and offered through ICON – you will be able to complete the exam at any time on the day it is scheduled.

Grading Criteria

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<thead>
<tr>
<th>Final Assessment</th>
<th>% of Final Grade</th>
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<tbody>
<tr>
<td>Exams</td>
<td>50%</td>
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<tr>
<td>Learning Exercises</td>
<td>20%</td>
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<tr>
<td>Key Concept Checks</td>
<td>15%</td>
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<tr>
<td>Participation</td>
<td>15%</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Final course grades will be assigned as follows:

- A 100% to 94.0%
- A- < 94.0% to 90.0%
- B+ < 90.0% to 87.0%
- B < 87.0% to 84.0%
- B- < 84.0% to 80.0%
- C+ < 80.0% to 77.0%
- C < 77.0% to 74.0%
- C- < 74.0% to 70.0%
- D+ < 70.0% to 67.0%
- D < 67.0% to 64.0%
- D- < 64.0% to 61.0%
- F < 61.0% to 0.0%
Course and University Policies

Course Policies

Attendance: I will not take attendance in this class, however, you will be required to participate in discussion in some format throughout the class. If you cannot join the Zoom lecture it will be available via video immediately following class. It is up to you figure out the best way for you to watch the lecture, participate in discussion, and complete the weekly assignments, however, I am always available to talk if you are having trouble.

Due Dates and Missed Deadlines: Assignments are due at the time specified on ICON. It is up to you to know when exams are and assignments are due. Do not email me to ask when an assignment is due – ICON will have the most up-to-date information about assignment due dates. If you find you are having issues with the weekly deadlines for assignments, please see me ASAP. If for some reason you must miss an in-class exam, you must let me know as soon as possible and schedule a time to make it up. If you miss an exam without making prior arrangements, you will not be able to make it up.

Class Discussion: Occasionally, we may discuss sensitive and/or controversial issues in class. While I do encourage disagreement and discussion (with each other and with me), I ask that we remain civil and respectful.

Workload: The CLAS student workload guidelines advise that each semester hour of class time should entail around two hours each week of outside preparation for the average student. This means that in a 3-semester-hour course like this one, students should expect 6 additional hours of outside work per week on average, for a total of 9 hours per week.

Online Communication: I am always happy to answer any e-mails with questions, comments or concerns that ARE NOT already addressed in the syllabus or ICON. However, they should be sent through your Hawk e-mail account/ICON and reflect proper e-mail etiquette. Always put JMC 1300 in the subject line. I only check/respond to during certain times and will respond to your e-mail in a timely manner (within 24-48 hours).

Drop-in Hours: I encourage you to use my drop-in hours to drop in and introduce yourself, clarify any question you have about the material, or discuss any strat comm/SJMC topics. My drop-in hours are listed at the top of the syllabus and ICON homepage. If you cannot meet at that time, you may email me to set up a different time.

University/CLAS Policies

For the most up-to-date policies, see https://clas.uiowa.edu/faculty/teaching-policies-resources-syllabus-insert.

THE IOWA DOZEN

We learn to: (1) write correctly and clearly; (2) conduct research and gather information responsibly; (3) edit and evaluate carefully; (4) use media technologies thoughtfully; (5) apply statistical concepts appropriately

We value: (6) First Amendment principles for all individuals and groups; (7) a diverse global community; (8) creativity and independence; (9) truth, accuracy, fairness, and diversity

We explore: (10) communication theories and concepts; (11) media institutions and practices; (12) the role of media in shaping cultures
**Course Calendar**

This is a tentative course outline. Throughout the semester, changes will likely be necessary. Any changes will be announced immediately on ICON and via class/email.

### SECTION A: THE BIG PICTURE: CONCEPTS, CAREERS, CLEARING UP CONFUSIONS

#### Week 1 | Introduction to Strategic Communication (January 26, 28)

**Learning Objectives:**
- Overview of the class assignments and expectations
- Learn strategic comm definitions and basics
- Discuss importance of ethics and diversity

**Due Dates:**
- Key Concept Check #1 due 1/27 EOD
- Learning Exercise #1 due 1/29 EOD
- Discussion thread post due 1/31 EOD

**Readings and other Content:**
- Review Syllabus (for Tuesday)
- READ Kelleher, Ch. 1 (for Thursday)

**Tuesday Zoom Lecture**
- Intro to syllabus/course (will be recorded)
- Breakout discussions

**Thursday Zoom Lecture**
- Intro to Strategic Communication Lecture (will be recorded)
- Breakout discussions

#### Week 2 | Working in Strategic Communication and PR (February 2, 4)

**Learning Objectives:**
- Learn jobs/industries in strat comm
- Learn about global aspects of strat comm
- Discuss ethics and diversity issues

**Due Dates:**
- Key Concept Check #2 due 2/1 EOD
- Learning Exercise #2 due 2/5 EOD
- Discussion thread post due 2/7 EOD

**Readings and other Content:**
- READ Kelleher, Ch. 13, 14

**Tuesday Zoom Lecture**
- Working in Strat Comm Lecture (will be recorded)
- Breakout discussions

**Thursday Zoom Drop-in**
- Zoom drop-in discussion

#### Week 3 | Origins of Strategic Communication and PR (February 9, 11)

**Learning Objectives:**
- Examine role of PR and journalism in democracy
- Define and analyze PR models
- Define, analyze and discuss media convergence and its effects

**Due Dates:**
- Key Concept Check #3 due 2/8 EOD
- Learning Exercise #3 due 2/12 EOD
- Discussion thread post due 2/14 EOD

**Readings and other Content:**
- READ Kelleher, Ch. 2, 3

**Tuesday Zoom Lecture**
- Working in Strat Comm Lecture (will be recorded)
- Breakout discussions

**Thursday Zoom Drop-in**
- Zoom drop-in discussion
### Week 4 | Relationship Management and Legal Issues (February 16, 18)

**Learning Objectives:**
- Identify stakeholders and publics
- Analyze organization-public relationships
- Evaluate corporate social responsibility
- Discuss legal and ethical issues

**Due Dates:**
- Key Concept Check #4 due 2/15 EOD
- Learning Exercise #4 due 2/19 EOD
- Discussion thread post due 2/21 EOD

**Readings and other Content:**
- READ Kelleher, Ch. 4, 11

**Tuesday Zoom Lecture**
- Relationship Mgmt/Legal Issues Lecture (will be recorded)
- Breakout discussions

**Thursday Zoom Drop-in**
- Zoom drop-in discussion

### Week 5 | Review and Exam A (February 23, 25)

**Due Dates:**
- Section A Exam February 25 EOD

**Class Topics and Readings:**
- REVIEW FOR SECTION A EXAM (OPTIONAL)
- SECTION A EXAM

### SECTION B – PR/STRAT COMM PLANNING PROCESS

### Week 6 | Writing for Multimedia (March 2, 4)

**Learning Objectives:**
- Discuss key purposes of good writing
- Analyze and apply basic approaches required for cross-platform message development
- Learn AP style basics

**Due Dates:**
- Key Concept Check #5 due 3/3 EOD
- Learning Exercise #5 due 3/5 EOD
- Discussion thread post due 3/7 EOD

**Readings and other Content:**
- READ Kelleher Ch. 9, 10
- READ AP Style on ICON

**Tuesday - NO CLASS**
- INSTRUCTIONAL BREAK

**Thursday Zoom Lecture**
- Writing for Multimedia Lecture (will be recorded)
- Breakout discussions
## Week 7 | Planning Overview and Research (March 9, 11)

**Learning Objectives:**
- Understand the role of research in strat comm
- Understand the basics of strat comm planning

**Due Dates:**
- Key Concept Check #6 due 3/8 EOD
- Learning Exercise #6 due 3/12 EOD
- Discussion thread post due 3/14 EOD

**Readings and other Content:**
- READ Kelleher Ch. 5, 6

**Tuesday Zoom Lecture**
- Planning and Research Lecture (will be recorded)
- Breakout discussions

**Thursday Zoom Drop-in**
- Zoom drop-in discussion

## Week 8 | Audiences and Persuasion (March 16, 18)

**Learning Objectives:**
- Identify key publics and define target audiences
- Define elements of the behavioral framework
- Discuss ethics of persuasion

**Due Dates:**
- Key Concept Check #7 due 3/15 EOD
- Learning Exercise #7 due 3/19 EOD
- Discussion thread post due 3/21 EOD

**Readings and other Content:**
- READ Hallahan, Applying Behavioral Principles on ICON

**Tuesday Zoom Lecture**
- Audiences and Persuasion Lecture (will be recorded)
- Breakout discussions

**Thursday Zoom Drop-in**
- Zoom drop-in discussion

## Week 9 | Implementation and Evaluation (March 23, 25)

**Learning Objectives:**
- Define key concepts related to implementation of strat comm plans
- Define and apply industry standards for measuring strat comm outcomes

**Due Dates:**
- Key Concept Check #8 due 3/22 EOD
- Learning Exercise #8 due 3/26 EOD
- Discussion thread post due 3/28 EOD

**Readings and other Content:**
- READ Kelleher Ch. 7, 8

**Tuesday Zoom Lecture**
- Implementation and Evaluation Lecture (will be recorded)
- Breakout discussions

**Thursday Zoom Drop-in**
- Zoom drop-in discussion
### Week 10 | The Planning Process (March 30, April 1)

**Learning Objectives:**
Develop goals and SMART objectives that strategically align with an organization's mission.

**Due Dates:**
- Key Concept Check #9 due 4/4 EOD
- Learning Exercise #9 due 4/9 EOD
- Discussion thread post due 4/11 EOD

**Readings and other Content:**
- READ TBD
- Tuesday Zoom Lecture
  - Strategic Communication Planning Workshop
- Thursday Zoom Drop-in
  - Zoom drop-in discussion

### Week 11 | Goals, Objectives, Strategies, and Tactics (April 6, 8)

**Learning Objectives:**
Develop goals and SMART objectives that strategically align with an organization's mission.

**Due Dates:**
- Key Concept Check #9 due 4/4 EOD
- Learning Exercise #9 due 4/9 EOD
- Discussion thread post due 4/11 EOD

**Readings and other Content:**
- READ Goals and Objectives, 10 Steps for Setting SMART Objectives on ICON
- Tuesday Zoom Lecture
  - Developing Goals and Objectives Lecture (will be recorded)
  - Breakout discussions
- Thursday Zoom Drop-in
  - Zoom drop-in discussion

### Week 12 | Review and Exam B (April 13, 15)

**Due Dates:**
- Section B Exam 4/15 EOD

**Class Topics and Readings:**
- **Tuesday - REVIEW**
  - REVIEW FOR SECTION B EXAM (OPTIONAL)
- **Thursday - EXAM**
  - SECTION B EXAM

### SECTION C – STRAT COMM AND PR IN ACTION

### Week 13 | Case Studies in Strategic Communication (April 20, 22)

**Learning Objectives:**
- Learn how to apply the principles of communication to real-world case studies
- Learn how to analyze the success of communication campaigns

**Due Dates:**
- Key Concept Check #10 due 4/19 EOD
- Learning Exercise #10 due 4/23 EOD
- Discussion thread post due 4/25 EOD

**Readings and other Content:**
- READ Case Studies on ICON
- Tuesday Zoom Lecture
  - Case Studies Lecture (will be recorded)
  - Breakout discussions
- Thursday Zoom Drop-in
  - Zoom drop-in discussion
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<thead>
<tr>
<th>Week 14</th>
<th>Case Studies in Strategic Communication (April 27, 29)</th>
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<tr>
<td><strong>Learning Objectives:</strong></td>
<td><strong>Readings and other Content:</strong></td>
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<tr>
<td>Learn how to apply the principles of communication to real-world case studies</td>
<td>• READ Case Studies on ICON</td>
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<tr>
<td>Learn how to analyze the success of communication campaigns</td>
<td><strong>Tuesday Zoom Lecture</strong></td>
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<tr>
<td><strong>Due Dates:</strong></td>
<td>• Case Studies Lecture (will be recorded)</td>
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<tr>
<td>Key Concept Check #11 due 4/26 EOD</td>
<td>• <strong>Breakout discussions</strong></td>
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<td>Learning Exercise #11 due 4/30 EOD</td>
<td><strong>Thursday Zoom Drop-in</strong></td>
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<tr>
<td>Discussion thread post due 5/2 EOD</td>
<td>• <strong>Zoom drop-in discussion</strong></td>
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<tr>
<th>Week 15</th>
<th>Catch-up Day and Review for Final Exam (May 4, 6)</th>
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<tr>
<td><strong>Due Dates:</strong></td>
<td><strong>Tuesday/Thursday – Zoom Drop in for Questions on Final Exam</strong></td>
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**FINAL EXAM:** Final Exam times will be announced by the Registrar (generally by the fifth week of classes). DO NOT make plans until you know the final exam time for this class. NO EXCEPTIONS WILL BE MADE.