PRINCIPLES OF STRATEGIC COMMUNICATION / JMC 2200:001 / Fall 16
(PREVIOUSLY KNOWN AS COMMUNICATION AND PUBLIC RELATIONS)
T/Th 9:30-10:45 / 107 EPB
Instructor: Ann Haugland W335AJB / 335-3458 / ann-haugland@uiowa.edu
Office hours: Mon 1:30-3, Tues 11-12, Wed 1:30-3, and by appointment
University policies governing this course: http://clas.uiowa.edu/faculty/teaching-policies-resources-syllabus-insert

ABOUT THE CLASS / COURSE OBJECTIVES
The purpose of this course is to provide you with basic knowledge of the concepts, terms, and practices associated with work in what is loosely called strategic communication, a rapidly growing field. We won't create campaigns this semester, but we'll explore the logic behind them. If you are a journalism major, this course is required if you wish to take hands-on professionally oriented courses in this area.

The term "strategic communication" covers a lot of territory: public relations, advocacy/activism, health communication, marketing communication, investor relations, fundraising, media relations, lobbying, content marketing . . . . Different, for sure, but all have at their core the planned effort to influence others by providing information and developing relationships. By the end of the term, you should 1) have solid knowledge of concepts, terms, and practices in a variety of settings, 2) understand how organizations or causes communicate to advance their interests, and 3) have experience analyzing public relations/strat comm problems. You'll adopt one of most important habits of successful strat comm pros—curiosity, keeping up with news from a variety of sources. Throughout the class we'll balance two perspectives: as students, you will read academic research and journalistic accounts and ask questions about the role of public relations and strategic communication; as potential practitioners, you will read textbooks and industry publications to become familiar with the field.

SJMC LEARNING OUTCOMES
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. You can find more information about these learning outcomes here http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment . This course, which is a foundation course for majors, contributes to the following areas:

- Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains. Much media content is strategic communication.
- 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. You'll practice professional writing formats.
- 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.
- 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. Public relations and strategic communication have guidelines similar to—but different from—journalism.
- 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 public relations and strategic communication developed to meet communication needs of organizations.

READING
This is a breezy text that provides a broad context for the profession now. We'll add to it in class and through reading in other books, journals, web as posted on ICON. You'll also do regular reading and listening to keep up with news generally and in the media/pr industry.
WHAT TO EXPECT IN CLASS
A mixture of lecture and discussion with problem solving exercises, group work, guest speakers, and videos. You should prepare for class by reading assigned material from textbook, public relations trade publications, and other sources. Public relations practitioners must keep up with news and issues; classes will include discussion of current events. I will count on you all to make this a good class by being active participants. Ask questions, share your thoughts and reactions—tell a joke (and give me a break by laughing at my sorry attempts).

ASSIGNMENTS/EVALUATION
Exams 225 pts
Four exams (50, 25, 75, 75) cover lecture, reading, and discussion + current events. Typical exam format is short answer, matching terms, multiple choice, short essay.

Strat comm research and writing 100 pts
Analysis of publics (40) Identify significant stakeholders for an organization.
Strategic comm plan / group and individual project (20)
Case (40) Summary and analysis of a contemporary public relations problem/situation of your choice.

News/trends/media 25 pts
Set up news reader account (5)
Present news of the week (5)
Read/respond to longform articles (5)
Explore online news sites (5)
Explore PR/comm trade media (5)

Class preparation and participation 25 pts
Occasional short research / writing assignments to prepare for class discussion / in-class group work (must be in class to receive credit); practice quizzes or one-minute papers on course concepts; in-class activities, many not be announced in advance. In-class work cannot be made up.

Total: 375 pts Final grade calculation (A+ not used) =

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\begin{align*}
A & = 94\% \quad (352 \text{ pts}+) \\
A- & = 90\% \quad (337 \text{ pts}+) \\
B+ & = 87\% \quad (326 \text{ pts}+) \\
B & = 84\% \quad (315 \text{ pts}+) \\
B- & = 80\% \quad (300 \text{ pts}+) \\
C+ & = 77\% \quad (289 \text{ pts}+) \\
C & = 74\% + (277 \text{ pts}+) \\
C- & = 70\% + (262 \text{ pts}+) \\
D+ & = 67\% + (251 \text{ pts}+) \\
D & = 64\% + (240 \text{ pts}+) \\
D- & = 60\% + (225 \text{ pts}+) \\
F & = < 60\% (<225 \text{ pts})
\end{align*}
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ATTENDANCE AND CLASSROOM POLICIES
Our class is a no-screen zone. Take notes on paper with a pen/pencil. Cell phones away- in your bag, not on your desk. A screen is a distraction and a physical and psychological barrier between you and me, you and the material, and you and your classmates. You are less likely to talk, less likely to pay attention to discussion, and less likely to remember what we do. Research shows laptop/tablet use in class results in lower grades. (Occasionally, you'll use a laptop or tablet for in-class activities.)

I expect that you will come to every class. That’s your responsibility; I won’t keep track. Exams will be difficult if you miss a lot of class—we’ll cover material that is not in the reading. Participation points will be given for in-class activities--not announced in advance.

You are responsible for all material, assignments, and schedule changes whether or not you attend class.

Please talk with me if class or an assignment conflicts with a religious observance.

This will be an informal and, I hope, friendly and enjoyable class. Please respect your classmates, the J- School, and me by following these guidelines:

- no cell phones (that means turned off, put away, no checking messages or texting—really!)
- no food unless you bring enough to share (water, coffee, soda ok—don’t leave cups, cans)

Arriving late or leaving early may occasionally be unavoidable, but please don’t make it a habit. If you have an on-going conflict with this class, please resolve it or drop the class.
EXAM AND ASSIGNMENT POLICIES

Exams must be taken as scheduled. If you have an unavoidable conflict, talk with me in advance. In an emergency or illness, be in touch as soon as you can, in advance if possible. Exams missed because of mandatory participation in recognized student org activities may be rescheduled consistent with CLAS/university policies. Please talk with me if class obligations conflict with a religious observance.

Please submit your work as specified for each assignment. For major writing assignments, you will upload a copy to ICON and also turn in hard copy. In some cases, I will ask for hard copy OR ICON submission—read assignment carefully. Pages must be stapled. If not, I will base your grade on the first page. Unless I tell you otherwise, assignments must be typed. Please note: I will not accept assignments by e-mail.

Always keep a copy of your assignments. We all do our best, but papers or electronically submitted material can go astray. You are responsible for providing a copy if necessary.

Representing the work of someone else as your own or getting credit in two classes for the same work is academic dishonesty. While I encourage you to discuss assignments with others, I expect that anything you hand in is your own research, analysis, and writing. I expect that each person in a group has contributed equally and can provide a full description of his or her effort. Work for this class must be original—not revised versions of research or writing you have done or are doing for another class. Please talk with me if you have questions or want to discuss specific situations.

Late work is accepted only in cases of illness or other emergencies that you have discussed with me. Note: computer or printer problems do not count as emergencies; plan ahead; remember to back up your work.

Correct and careful writing is a basic expectation for all assignments.

Overview of schedule topics, major assignments, and tests
Find full details on ICON/may change

Week of

THE BIG PICTURE
Aug 22/24 Intro to class / Definitions and basics / organizations/field
Au 30/Se 1 Working in strat comm and PR / Stakeholders, publics organizations
Sept 6/8 Origins of public relations as a practice / Legal and ethical issues (Analysis of publics assignment due*)
Sept 13/15 continued / Test one*

PR / STRAT COMM PLANNING PROCESS
Sept 20/22 Persuasion/ public opinion
Sept 27/29 Planning process overview / Research
Oct 4/6 Audiences/ Test two*
Oct 11/13 Goals and objectives / Strategies, channels, tactics
Oct 18/20 Messages and themes / catch up
Oct 25/27 All together: strat comm plan
Nov 1 Test three*

STRAT COMM / PR IN ACTION
Nov 3 PR in corporations / Govt relations
Nov 8/10 Govt relations and advocacy /Marketing communication
Nov 15/17 continued / Strat comm in nonprofits
THANKSGIVING BREAK
Nov 29/Dec 1 Media relations / Test four*
Dec 6/8 Group work and presentations (Case analysis due*)

*Detailed reading and assignment schedules will be posted on ICON. Test and assignment dates may be changed. You are responsible for all changes announced in class or posted on ICON.