JMC:3615:0001

Strategic Communication Campaigns

11:30 am-1:20 pm MW
W332 AJB
Ph. 335-3486
Instructor: Frank Durham, PhD
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Office hours: T/Th 10-11:30 or by appointment

This course will immerse you in concepts of strategic communication planning, while engaging you in a client-based application of that information. The campaign planning document that you develop with your classmates will provide you with the opportunity to research and create a working document that will serve our client in their accomplishment of their mission-driven work. It will also serve you as a key portfolio piece for your future career development.

JMC 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. We regularly assess the curriculum to determine whether students are achieving these outcomes. You can find more information about these learning outcomes here: (http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment).

This 3000-level workshop course contributes to these learning outcomes by helping you to demonstrate knowledge of concepts of ethics, writing and storytelling, and multi-culturalism. This class has other, course specific outcomes as well, including the mastery of persuasive writing across a range of professional formats, editing, and presentation skills.
Grading

You will be graded at various points through “controls,” where I will ask you to write an up-to-date description of your group’s work, quizzes administered at the end of a lecture and discussion, your observable participation in class, your attendance, an exam, and your group’s progressive work on the campaign document.

Grading scheme

Controls 10 (2 @ 5 each)
Quizzes 10 (5 @ 2 each)
Participation 10
Attendance 10
Exam 25

Final project:

Preliminary study 5
Objectives, tactics, projects 5
Complete draft 5
Final draft 20

100

Grading scale

| 94-100% = A | 80-82% = B- | 65-69% = D+ |
| 90-93% = A- | 76-79% = C+ | 60-64% = D |
| 86-89% = B+ | 73-75% = C | > 60% = F |
| 83-85% = B | 70-72% = C- |
Course rules

- Attendance is essential, because all work will be based on classroom instruction.
- No make-up assignments, except in documented or pre-arranged cases.
- Reading responses are due in the ICON dropbox before class. These one-page, bulleted summaries of the assigned readings should conclude with one-three questions you want answered in class. They will be graded on a pass-fail basis.
- You will be required to keep a folder of your accumulated in-class exercises on a thumb drive in order to refer to the project that we will develop. You may also use a cloud server, if you prefer.
- Attendance: You may miss two classes without an excuse. I will deduct one point from your final average for each unexcused absence thereafter. If you miss a guest speaker’s presentation without an excuse, I will deduct two points from your final average.

Course materials


You will need to bring your text to class every time we meet in order to complete required exercises and to participate in discussions. A copy of the text is on reserve in the Journalism Resource Center.

Critical dates

Controls Oct. 4, Oct. 30
Exam Oct. 25
Final project Oct. 16—Preliminary study due
Nov. 13—Due: Draft of objectives, tactics and projects due
Nov. 20—Due: Complete penultimate draft
Nov. 24—Final draft due

All drafts are due in your ICON dropbox by 5 on the given day.

Presentations Dec. 4, 6
Schedule of reading assignments, controls and quizzes

Aug. 21—First class day. Solar eclipse during class. (Don’t look at the sun!) Roll call. Brief introductions (you and me). See reading assignment for Wednesday.

Aug. 23—Overview of the course, the syllabus, an overview of the campaign project, and a discussion of the textbook’s “Introduction,” pp. 1-25.

Aug. 28—Guest speaker: Introducing the client organization and the problem.

- Introduction to diversity as a social good. Readings TBA.

- More than demographics: Intersectionality as a public relations heuristic

- In-class exercise: Matching your values to your client. On-line review of corporate agencies and their clients via Odwyerpr.com.

Aug. 30—Client background—Policy and law: Title IX and more. Guest speaker: Monique DeCarlo. Readings TBA.

Sept. 4—Labor Day

Sept. 6—“Phase One: Formative research,” pp. 25-26

Step 1 — “Analyzing the situation,” pp. 27-43.

“Designing the research program,” Planning example 1, p. 44-46.

Quiz 1

Sept. 11—Client meeting: We will refer to the question set on pp. 44-46 in our meeting with the client.
Sept. 13—Discussion: Where this project comes down—examples of completed projects on ICON. Read “Campaign plan book,” pp. 343-344.

Introduction of the planning template for the project.

Sept. 18—Step 2—“Analyzing the organization,” pp. 47-62.

Exercise: Planning example 2, pp. 55-60.

Groups formed today.

Quiz 2

Sept. 20—Client meeting: Mapping the internal environment—We will refer to the question set on pp. 57-60.

Sept. 25—Defining research methods we can use. Read:

- Appendix B: “Focus groups”

Quiz 3

Sept. 27 How to do a literature search. Guest speaker: Ericka Raber, Main Library.
Oct. 2  Workday: Conducting the literature search to identify norms and best practices for conducting diverse faculty searches.

• Drafting the “Preliminary study”—making notes to use there.

Oct. 4  Presenting your group’s literature search to the class. We will select our reading packet in class today.

Control 1—an in-class quiz on your group’s work.

Oct. 9  Step 3 — “Analyzing the publics,” pp. 63-100.

Quiz 4

Oct. 11 Guest lecture: Completing the checklist (3A) from your lit review.

Checking the target publics checklist with the client.

Oct. 16  **Phase Two: Strategy**

**Due today:** Working draft of the Preliminary Study

“Establishing goals and objectives,” pp. 103-121.

Quiz 5

Oct. 18  Workday: Drafting goals and objectives for our case.

Oct. 23  Exam review

Oct. 25  Exam

Control 2—Goal and objectives

    planning example 6B, pp. 227-228.
    planning example 6C, pp.246-247.

Nov. 6  **Phase Three: Tactics**

    Step 7 —“Selecting communication tactics,” pp. 257-336

Nov. 8  Workday: Drafting tactics

Nov. 13 Workday: Draft and revisions

    Due: Draft of objectives, tactics and projects

Nov. 15 Workday: Draft and revisions

Nov. 20 Workday: Draft and revisions

    Due: Complete penultimate draft

Nov. 22 Workday: Draft and revisions

Nov. 24—Final draft due in ICON by 5 p.m.
Thanksgiving break (Nov. 27, 29)

Dec. 4—Presentations

Dec. 6—Presentations

COURSE RULES AND GUIDELINES

- **Computer responsibility** — You are responsible for knowing how to use a PC. In all cases, you are expected to maintain **back-up files** of your work. Excuses relating to disk and drive failures will not be accepted. If you lose an assignment due to failure to back up a file, you will be given a “zero.”

- **E-mail** — You must be able to receive e-mail via your “@uiowa.edu” account. Please set other e-mail accounts up to forward messages we send to any other e-mail accounts you use. You will be responsible for any messages you miss, if you do not use this university-assigned address. Class announcements may also be posted on ICON. Check for them regularly.

- **Studying** — Put sufficient time and attention in preparing your writing assignments.

- **Unethical conduct.** Webster’s New World Dictionary defines “plagiarize” as “to take ideas, writings, etc., from another and pass them off as one’s own.” The University provides penalties for plagiarism ranging from grade reduction to dismissal from the University. and write papers and tests correctly to avoid even accidental plagiarism. If you are in doubt as to whether you may be plagiarizing, ask for help from your teaching assistant. For more details of definitions of cheating, procedures and penalties, see the University’s detailed definitions of academic misconduct may be found in the Student Academic Handbook of the College of Liberal Arts and Sciences, at www.clas.uiowa.edu/students/academic_handbook/ix.shtml.

- **Meet your deadlines.** Late papers will be marked down one letter grade per day, after they have been graded. Thus, a “C” paper that is two days late will receive an “F.” NO paper will be accepted late unless you have notified your discussion section leader in
advance with an explanation. No paper will be accepted more than three weekdays after it’s due.

• **Office hours.** Office hours are for you. The University requires the faculty to hold them for *your* benefit. And I am in favor of that. If you come by during my office hours, you can learn more about the course, the major, its content and other important ideas like study strategies. And we will have the chance to get to know each other better. Make it a project to visit office hours once before mid-term!

• **Class attendance is not optional.** Except in cases of a death in the family, your serious illness, or other genuine emergencies or crises, you are expected to attend all class meetings. If you must miss a class, notify me in advance. You may miss two classes without an excuse. Thereafter, you will lose a point per unexcused absence and two in the case of a guest speaker. If extenuating circumstances make advance notice impossible, you must provide a written explanation of your absence as soon as possible. Depending on the circumstances, you may still lose credit for missing the class, which will lower your course grade. Missing the classes immediately before and after a scheduled holiday will not be excused. Plan accordingly.

• **Make-up work.** Except in exceptional and documented situations, all make-up work (arranged prior to your absence) must be completed within two (2) calendar weeks of the set due date or the grade reverts to a zero. See your section leader to authorize such work.

• **Arriving to class late/leaving class early.** This is disruptive and inappropriate behavior. If you leave class immediately after a quiz without staying for lecture, I will invalidate your quiz grade. If other classes or obligations overlap with the times scheduled for this course, rearrange the other matters or drop this course. The same holds for discussion sections.

• **Multi-tasking during class:** I know that multi-tasking is sometimes a valued skill. But not in class. Your use of social media during class will distract your classmates and lower your grades. Pay attention. Take good notes. Ask questions. And put other distractions away, please.

• **Reacting safely to severe weather.** If severe weather is indicated by the UI outdoor warning system, class members will seek shelter in the innermost part of the building, if
possible at the lowest level, staying clear of windows and of free-standing expanses which might prove unstable. The class will resume after the severe weather has ended.

- **Special accommodations.** I need to hear from anyone who has a disability, which may require some modification of seating, testing or other class requirements so that appropriate arrangements may be made. Please contact me during my office hours, by e-mail or after class. Special academic arrangements for students with disabilities are handled with the cooperation of Student Disability Services, 133 Burge Hall, ph. 335-1462. Students who feel they need special accommodations for any aspect of the course are encouraged to contact SDS and to speak with the instructor and/or TAs early in the semester.

- **Final grades and the “curve:”** Final grades are scored on a whole letter basis only. There are no pluses, minuses. And there is no curve. Because of the built-in adjustment shown on the grading scale—all grades automatically round-up to the next letter grade break if they are at .5 or higher—no grades will be raised otherwise.

- **Conflict resolution.** I am always open to hearing student concerns related to the course. I am eager to work with you to resolve conflicts or misunderstandings. In fact, even though this may be difficult for you, we encourage you to resolve conflicts with me directly. If you feel uncomfortable bringing a concern to me, you may consult the following university authorities in the following order: Dr. David Ryfe, Director of the School of Journalism and Mass Communication; Dr. Helena Dettmer, Interim Assoc. Dean for Academic Programs in CLAS; the University Ombudspersons. For more information, see the CLAS Student Academic Handbook at: www.clas.uiowa.edu/students/academic_handbook/ix.shtml

- **Sexual harassment policy** — 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/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy. Report any concerns to Prof. Durham or Director David Ryfe (AJB 305).
• **Nondiscrimination in the Classroom**—The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity, diversity@iowa.edu or visit diversity.uiowa.edu.