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 research, write, revise and edit 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 4000-level advanced workshop 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 your observable participation in class, your attendance,
an exam, and your group’s progressive work on the campaign document.

**Grading scheme**

- Participation: 10
- Attendance: 10
- Exam: 25

*Final project:*

- Preliminary study: 20
- Objectives, projects & tactics: 20
- Complete draft: 10
- Final draft: 5

100
Grading scale

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>94-100%</td>
<td>A</td>
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<tr>
<td>90-93%</td>
<td>A-</td>
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<td>86-89%</td>
<td>B+</td>
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<td>83-85%</td>
<td>B</td>
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<td>80-82%</td>
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<td>76-79%</td>
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<td>D+</td>
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<tr>
<td>60-64%</td>
<td>D</td>
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<td>&gt; 60%</td>
<td>F</td>
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</tbody>
</table>

Course rules

- Attendance is essential, because all work will be based on classroom instruction. 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.
- No make-up assignments, except in documented or pre-arranged cases.
- 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.

Course materials

Text: *Developing the Public Relations Campaign: A team-based approach*, third edition. Available at Iowa Book, 8 Clinton St. ph. 337-4188. Also available in various formats and buying and renting arrangements on-line.

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 ion reserve in the Journalism Resource Center.

Critical dates

- **Exam**: Oct. 3
- **Final project**: Oct. 24—Preliminary study (working draft) due
  - Nov. 7—Due: Draft of objectives, tactics and projects due
  - Nov. 14—Due: Complete working draft of plan
  - Nov. 24—Due: Final draft due
  - Dec. 5—Presentations
Schedule of reading assignments and assignments

NOTE: All reading and other assignments are due on the dates listed.

Aug. 20—First class day. Overview of the course, the syllabus, an overview of the campaign project. Visitor: Travis Kraus, Director of Economic Development & Sustainability, Office of Outreach and Engagement, Office of theProvost.

Aug. 22— Chapter One, “The nature of persuasive campaigns.”


Sept. 3 — Labor Day

Sept. 5—Chapter Two, “An overview of the public relations process,” pp. 17-38. Also, see Canvas for e-handout on “The elements of a strategic communications plan.”


Sept. 12—Intro. to the Manning case: Client Skype meeting with the class.

For class discussion read (1) www.manningia.com and (2) the Manning Proposal, pp. 1-12, and p. 22 on Canvas. Read for general background, the proposed “Integrated Marketing and Communication plan.”


Sept. 19—Visit to Manning

• Field observations
• Interviews
• Visuals (photos, video)
Durham—JMC 4135: Advanced Strategic Communication Campaigns

Sept. 24—Unpacking the Manning visit: What did we find? What do we need that we didn’t get?

Sept. 26—How to do an on-line literature search using Access World News Collection, Lexis-Nexis, Google, and other databases. Guest speaker: Librarian Tim Arnold

Oct. 1—Exam review

Oct. 3—Exam

Oct. 8—Outlining the preliminary study based on research

Oct. 10—Studying an example: An analysis of the “Pies by Lana” and City of Iowa City plans.


Oct. 24—Skype meeting with Shelly Greving of Emerge Market Solutions, project coordinator of the current campaign.

Oct. 29—Drafting goal, objective, project and tactics sections.

Preliminary study working draft due.


Nov. 5—Completing goal, objective, and project sections.

Nov. 7—Revising the plan

Working draft of goal, objectives and projects due.
Durham—JMC 4135: Advanced Strategic Communication Campaigns

Nov. 12—Peer evaluation: Proofing the plan

Nov. 14—Editing the plan: Working draft of complete plan due at the end of class.

Nov. 19 & 21—Thanksgiving break

Nov. 26—Chapter Nine: “Logistics.” Finishing the project: Covers, ToCs and GANNT charts.

Nov. 28—Last rewrites; meetings with Frank (TBD); Final draft due in class.

Dec. 3—Preparing the powerpoint presentation

Dec. 5—Presentations
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 reading and graded 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. 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 wwwclasuiowaeu/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 career options. 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.

- **Group work**—You are responsible for fully participating in all group work, both in and out of class. Missing substantial amounts of group project work or failing to pull your share of the workload will result in a significant grade penalty. So, plan well and work well.

- **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 other classes, club or work obligations overlap with the times scheduled for this course, rearrange the other matters or drop this course.

- **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.

- **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.