Course Instructor
Rachel Z. Fisher

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Email: rachel-fisher@uiowa.edu
Office hours 30 minutes following class or by appt.
Academic Course Home: School of Journalism and Mass Communication

Course Site
To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password. http://icon.uiowa.edu/index.shtml

DEO: Prof. David Ryfe
E-mail: david-ryfe@uiowa.edu Phone: 319-384-3383

This is a graduate-level course required for the Master’s degree in Strategic Communication program.

Course Description

This course will introduce you to methods and techniques used by media and communication industries to understand the public’s preferences and tastes on the one hand and analyze messages on the other. Additionally, this course will help you gain an understanding of critically reading, interpreting, and conducting communication research. This course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated.

Reliable, valid, and responsibly gathered information derived from these methods can drive dynamic communication campaigns, provide greater accuracy in targeting audiences for news and information, may contribute to eliciting desired attitude, opinion, and behavior change responses among the public. These are just a few examples of how communication research can and does impact our workplace, culture, and society.

Both qualitative and quantitative research methods, including in-depth interviews, focus groups, content analysis, surveys, and experiments will be discussed.

These methods are important for both information-based communication (such as news) and persuasive communication (such as public relations, media relations, social media communication for organizations, etc.), regardless of where they are housed – whether in media and communication industries, or communication units within other organizations, both non-profit and for-profit.

The objectives of this course are:
To think critically about what we routinely read, hear, and see in the media such as poll data, survey reports, business reporting, or consumer preferences;

1. To accurately identify, explain, and evaluate the stated problems, key findings, and suggested solutions (if provided) in published research.
2. To select appropriate methods for finding answers to specific questions by learning the approach, features, purposes, advantages, and limitations of various research methods most used in communication research.
3. To apply appropriate research concepts to tackle questions related to communication, audiences and content.
4. To learn practical aspects of research, like developing a basic understanding of typical numerical information used in communication research, constructing research instruments, summarizing and writing a cogent review of previously published research on a selected problem or question; and developing a coherent research design.

Required Textbook:
ISBN: 978-1-5063-8670-6

The textbook is available for purchase in the Iowa Hawk Shop (UI Bookstore) located in the Iowa Memorial Union. It is also available online. New, used, and e-book copies are available. The Hawk Shop website also suggests alternate sources for purchasing or renting the book. (319-335-3179; M-F 8:00 am – 5:00 pm).

Other materials:
In addition to the textbook, there may be a few additional readings prescribed for the course. They will be specified in the course calendar further down in the syllabus and posted on ICON either in the form of chapters and articles, or links through which the readings can be accessed online.

Media/System Requirements
Technical requirements for completing University of Iowa Distance and Online Education classes include:

- Student-provided personal computer.
- Computer with reliable Internet access. A wired Ethernet connection to the internet is very strongly suggested. Wireless and cellphone data connections may experience connection problems. Android and iOS operating systems are not fully supported at this time. See specific requirements on the Distance and Online Education Technical Requirements/Download page.
- While tablets, smartphones and other mobile devices may allow for some completion of coursework, they are not guaranteed to work in all areas. Please ensure you have a Windows or Mac based computer available to complete coursework in the event your selected mobile device does not meet the needs of the course.

Students who need assistive technologies will have different computer and technology requirements. Please check with your Student Disability Services to determine the requirements for the specific technologies needed to support your online classes.

For questions, with virtual classrooms (i.e. Zoom) or UICapture (Panopto), please contact Distance and Online Education Technical Support (319 335-3925).

Need help with ICON or your Hawk ID? Please contact the ITS Helpdesk (319 384-HELP).

Course Work

This course consists of the following activities and assessments to assist you in achieving the course and modules objectives. The detailed course calendar provided in this syllabus provides assignment and quiz reminders by date.

Discussion Posts – 3 @ 30 points, total 90 points; refer to discussion post guidelines, or calendar in brief, or course calendar in syllabus for the deadlines and due dates

- For this assignment, you will post responses from three prompts, all based on course materials.
- For each post, a prompt will be given to which you will write a minimum of a 100-word post in the discussion area on ICON. Treat each post as a mini paper in response to the prompt. The writing in this first post should be formal, as you would write a paper for submission.
• Once you have posted, you will be able to see others’ posts. Post one response to any of your classmates’ first post. This response to your classmate’s post can be informal in tone.
• Details and due dates are available in the guidelines that will be posted for this assignment on ICON.

Article Analyses – 2 @ 50 points, total 100 points; refer to article analysis assignment guidelines, or calendar in brief, or course calendar in syllabus for the deadlines and due dates
• Two articles, of your choosing, in which you identify the research problem, methods used, application of the methods, findings, lessons learned and potential applications.
• Details and due date are available in the guidelines that will be posted for this assignment on ICON.

Quizzes – 3; total = 35 points; points will vary depending on the volume of material on which you will be quizzed. The points will be specified in the quiz.
• Quiz format – the expected format will be a combination of multiple choice and other items like true/false or match items.
• Quiz dates -- refer to course calendar in syllabus and ICON for the deadlines and due dates.

Final Paper/Presentation – 75 points (50 for final paper; 25 for presentation)
• Your final project includes a written and oral component. For the written portion, you will be expected to prepare a proposal for a research project that interests you. The proposal should include a rationale for the project, a review of relevant literature, hypotheses or research questions, a proposal for methods, and a discussion of the implications your project will have for future research in the area.
• This paper should be five to seven pages in length. For the oral portion of the project, you will be expected to present your proposal to the class as you might at a professional convention or meeting. Presentations will take place during the final weeks of semester. Each presentation will be 10 minutes in length, contain a visual component and be prepared for questions to follow. Details and guidelines will be made available on ICON.

Grading Criteria

Discussion posts: 3 @ 30 = 90 points
Quizzes: 3; total = 35 points, distribution will vary according to the material on which you will be quizzed
Article analyses: 2 @ 50 points = 100 points
Final Paper/Presentation: 75 points
Course total = 300 points

Grading Scale
The percentages represent a percentage of the course total. For example, 300 points, or 100%, would be an A+.

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<th>Grade</th>
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Course Policies

Communication Policy
• The primary tool that you will use to communicate with students is e-mail.
• Send your questions on the subject matter of the course and/or the assignments, or any personal concerns related to the course to me at rachel-fisher@uiowa.edu.
• You can reasonably expect a response within 24 hours of sending your query, except during weekends when it may take up to 48 hours.
• Check ICON frequently for various announcements.
• I will provide feedback on assignment submissions only as needed.
• I will post grades within a week of the submission (unless noted otherwise in syllabus or via email).

Due Dates & Missed Deadlines
Please note that missing assignment or quiz deadlines because of illness, mandatory religious obligations, or other unavoidable circumstances will require documentation from credible sources within a week of resuming coursework in order to avoid grade penalties.

Late Submissions Policy
Assignments that are submitted late will face a 10 percent penalty per day late, beginning at the exact due date/time and including weekends and holidays. For example, an assignment that would have received a 93% if it were turned in on time will receive an 83% if submitted ten minutes late, 73% if submitted two days late, and so on.

Since all submissions for the course are electronic, anything received after 10 minutes of the due date and time will be marked late.

Quizzes
Quizzes will be taken in the time window that I will specify for each quiz. The quiz will be open for certain dates. Once you begin taking the quiz, the time window will begin. For example, if I specify 30 minutes for a quiz that can be taken on Saturday, the quiz will be open the entire day. You can take the quiz at any time during that day but once you begin taking the quiz you will have 30 minutes to complete it after which the quiz will close. It cannot be reopened.

Extra Credit
This is a graduate-level course. There are no extra-credit assignments.

Electronic Communication
As per university policy, you are responsible for all official correspondence sent to your University of Iowa e-mail address (@uiowa.edu).

Netiquette
Students need to communicate with each other and their instructors appropriately 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/

A note on Academic Misconduct (http://elas.uiowa.edu/students/handbook/academic-fraud-honorcode)

Academic Misconduct
The assignments for this course will require you to read carefully and convey in your own words your understanding of the material. Appropriate citing and quoting practices should be followed. Plagiarism, even if inadvertent, will not be tolerated. Per college policy, we are required to report academic misconduct the College of Liberal Arts & Sciences.

According to the University of Iowa Academic Policies, academic misconduct includes, but is not limited to:
• Using direct quotations without quotation marks and/or without crediting the source
• Paraphrasing information and ideas from sources without crediting the source
• Failing to provide adequate citations for material obtained through electronic research
• Downloading and submitting work from electronic databases without citation
• Submitting material created/written by someone else as one’s own, including purchased papers, artistic works, photography, and electronic media.
• Submitting material in part or whole from one’s own previous work or work in other classes

In short, plagiarism occurs whenever someone else’s work or idea is presented as your own, or when your own work in other classes in the past or present is presented as work done for this course in this term. Students are responsible for understanding this policy. For full information see http://clas.uiowa.edu/students/handbook/academic-fraud-honor-code

Resources for Students
Students may find the University of Iowa’s Writing Center to be useful for this course as well as OWL; the Tutor Iowa site is also very valuable for students seeking extra help. In addition, the campus library is very accommodating to distance students.
  • U of I Writing Center: http://writingcenter.uiowa.edu/
  • The Purdue Online Writing Lab (OWL): https://owl.english.purdue.edu/
  • Tutor Iowa: http://tutor.uiowa.edu/
  • Distance Education Library Services: http://guides.lib.uiowa.edu/distance
  • APA reference formatting style: https://owl.english.purdue.edu/owl/resource/560/01/

Course Calendar

Note: This is a working calendar. Deviations may be necessary at times. It is the student’s responsibility to keep informed of the calendar at all times. Changes to the calendar, if any, will be announced on the ICON opening page. Changes may involve change of dates and deadlines, additions and deletions of readings, etc. Additional readings may be added throughout the semester. All readings should be done prior to the assigned class meeting. Students are expected to participate fully and positively in class discussions and activities.

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<th>Week 1, August 26</th>
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<tr>
<td>Text, Chapter 1</td>
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<td><em>Due on ICON: Bio sheet</em></td>
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<th>Week 2, (Online Class Meeting on September 2)</th>
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<tr>
<td>Text, Chapter 2</td>
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<tr>
<td><em>Due on ICON: Discussion Post #1</em></td>
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<th>Week 3, September 9</th>
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<tr>
<td>Text, Chapter 3</td>
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<tr>
<td><em>Due on ICON: Article Analysis #1</em></td>
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Week 4, (Online Class Meeting on September 16)

Text, Chapter 4

_Due on ICON: Quiz #1_

Week 5, September 23

Text, Chapter 5

_Due on ICON: Discussion Post #2_

Week 6, (Online Class Meeting on September 30)

Read assigned article for group discussion during class meeting.
Articles and group assignments will be posted on ICON.

_Due on ICON: Begin working on literature review for final paper_

Week 7, October 7

Text, Chapter 6

_Due on ICON: Quiz #2_

Week 8, (Online Class Meeting on October 14)

Text, Chapter 7

_Due on ICON: Article Analysis #2_

Week 9, October 21

Text, Chapter 8

_Due on ICON: Quiz #3_

Week 10, (Online Class Meeting on October 28)

Text, Chapter 9

_Due on ICON: Submit draft for comments/review (optional)_

Week 11, November 4

Text, Chapter 10

_Due on ICON: Discussion Post #3_

Week 12, (Online Class Meeting on November 11)

Prepare for Final Paper
Q&A based on variety of topics

JMC 5235 | Strategic Communication Research | Fall 2020
Week 13, November 18
No readings assigned

*Due on ICON: Final Paper (grades will be posted by December 3)*

Week 14, Thanksgiving Recess

Week 15, Final Presentations (Online Class Meeting on December 2)
Final Presentations, Day 1
*Class will run full published time which is 5:30pm-8:00pm (CST).*

Week 16, Final Presentations (Online Class Meeting on December 9)
Final Presentations, Day 2
*Class will run full published time which is 5:30pm-8:00pm (CST).*

Teaching Policies & Resources — Syllabus Insert

**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 at [https://clas.uiowa.edu/students/handbook](https://clas.uiowa.edu/students/handbook).

**Electronic Communication**
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences ([Operations Manual, III.15.2](https://clas.uiowa.edu/)).

**Accommodations for Disabilities**
The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then contact the course instructor to make specific arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See [https://sds.studentlife.uiowa.edu/](https://sds.studentlife.uiowa.edu/) for information.

**Nondiscrimination**
The University of Iowa is committed to making class discussions inclusive and respectful of 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 in the bio sheets provided for the class and during introductions on the discussion space in ICON. It is important to be sensitive to online communication in this class because it is asynchronous, dependent to a large extent on written communication, and therefore we are unable to see each other and gauge nonverbal communication cues as well. 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@uiowa.edu](mailto:diversity@uiowa.edu), or visit [diversity.uiowa.edu](http://diversity.uiowa.edu).
Academic Honesty
All CLAS students or students taking classes offered by CLAS 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 the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

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 Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.