Master of Arts in Strategic Communication Program

The College of Liberal Arts and Sciences
School of Journalism & Mass Communication
Strategic Communication Campaigns: JMC:5238:0EXW Spring 2020
Online Course administered by UI Distance and Online Education

- Online classroom link: https://uiowa.zoom.us/meeting/485500198
- Online classroom opens at 5:15 p.m.; live class begins at 5:30 p.m.
- DOE Technical Support: (319) 335-3925 (available during class sessions and regular business hours)

Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

Instructor: Julie Kraft
Drop-by hours: Tuesdays: 1 p.m. to 4 p.m. or by appointment. Recognizing that many students work during the day, I try to make myself available on weekends and evenings. Feel free to text at any time or find me on WhatsApp and message me there. I’m happy to answer questions or provide guidance on assignments.
Phone: (319) 573-2010 (phone or text) Available 24/7. Okay to leave voicemail. I can’t always check email during the day, so please text me with more immediate concerns.
E-mail: julie-kraft@uiowa.edu
DEO: David-Ryfe@uiowa.edu  E305 AJB

Description of Course:
This course explores elements necessary to design and deliver an engaging and effective strategic communication campaign. Students will learn how to develop a strategic communication campaign for a client step-by-step from beginning to end. Each student will effectively head their own communication firm, have meetings with their client, assess their client’s needs and goals, and develop a campaign for the client using research, public relations, social media and special events. The strategic campaign created in this class should make for an outstanding addition to the student’s communication portfolio. Students will have an opportunity to hone their own
communication and presentation skills, as each campaign will be presented to the class. This class will also review campaigns and analyze them, taking into consideration the strategy behind them and if the campaigns were effective.

**Learning Objectives:**
--Create a new/unique strategic communication campaign for a real-life client.
--Identify a problem or opportunity with your client.
--Write a Situation Analysis, including a SWOT.
--Analyze competition and marketplace conditions.
--Establish clear goals, objectives, strategies and tactics.
--Develop at least one creative “big idea.”
--Identify key publics, as well as messages and strategies/tactics to send those messages.
--Create a comprehensive campaign timeline, budget, and evaluation
--Use research throughout the process.
--Write an executive summary
--Present the campaign
--Review a prominent campaign and strategically analyze its message, target audience(s), and objective(s).

**Texts:**
Required textbook: Strategic Communications for PR, Social Media and Marketing, 7th Edition, by Wilson, Ogden & Wilson

Important class resources including assignments, readings, and announcements will be posted on the course ICON site throughout the semester. You will also have the opportunity to post relevant material you find.

**Preparation for each online class session:**
- Read assigned chapters and readings prior to class.
- Log into the course ICON site several minutes before class begins.
- Ensure you have a reliable connection. (Ethernet is preferable to Wi-Fi.)
- Check to make sure your webcam is enabled and check your sound levels so we can start each class on time. USB-enabled headphones are preferred to earbuds to ensure highest audio quality.
• Staying connected with working video and sound is your responsibility. If you get disconnected and are unable to reconnect, call technical support at (319) 335-3925.

Grading System and the Use of +/-:
Each assignment is graded as a percentage with 100% as a maximum. The percentage/grade equivalents are:

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Grading Criteria:

Weekly Attendance, Participation, Discussion* 10%

Assignments:
- Situation Analysis 5%
- Competitive Analysis/ SWOT 5%
- Analyzing another campaign 5%
- Brainstorming Session/Client letter 5% 55%
- Identifying Key Personas/Audiences 5%
- Goals, Objectives, Strategies & Tactics 15%
- Budget, Timelines, Evaluation 10%
- Executive Summary 5%
- The Finished Campaign 20%
- The Presentation and Your Evaluation 15%

TOTAL: 100%
There is no final exam in this class. The finished campaign and your presentation will be equivalent to a “final.” Our final class and the day of the presentations will be Tuesday, May 5th.

*Discussion:
Metrics for discussion and attendance (posted mid-term and at the end of the course.) The following are ways to earn discussion points:

1) Participate during each class. Share a campaign you think is unique and would like to discuss in class. Discuss campaigns featured in the textbook.
2) Ask relevant questions about readings in the book, campaigns, or subject matter related to campaigns like research, target audiences.
3) Discuss campaign messages and what resonates with you and why.
4) Engage in discussion groups in class.
5) Discuss your campaign and challenges you are facing.

Course Policies:

Attendance:
Interaction with classmates and discussion are important keys to learning in this course. Since this is a live online course, your attendance is critical as is the preparation you do between classes. Our virtual classroom and ICON site have tools to facilitate discussion and collaboration in and outside of class. A large part of your success in this course will be determined by your attendance and active engagement. Students are therefore expected to attend each session. If you cannot attend all or part of class, please notify me ahead of time. I will post a recording of each class on ICON as well as any materials discussed with the expectation that you will set aside time to review everything before our next class.

A student may have ONE free absence in this class. Each student may miss one class for any reason without penalty, with the exception of February 4, 2020 and May 5, 2020 (Presentations.) Beyond this, students will receive a 10% deduction for each following absence. Points may be deducted for leaving a session before it ends.

Students will receive a failing grade in the course if they miss 40% of all sessions. If a student misses a session, they still must submit all required coursework for that week.

Late or Missed Assignments:
Each instructor in the MA-SC program has discretion over the late work policy for the course. The late work policy for this course is outlined below. Please remember, instructors are not required to accept late work.
Late work is subject to a 10% deduction/week in grade.

The University of Iowa (and I) recognize there may be extenuating circumstances. In the event of an unavoidable and extenuating circumstance, as outlined below, an instructor may allot extra time for missing/late work at their discretion.

An unavoidable circumstance is defined as an event beyond the student’s control and often involves a serious and unexpected hospitalization, a family tragedy, or a related incident. Such circumstances do not include attendance at a wedding, a family vacation, technical issues, obligations related to employment, or other such anticipated events. University regulations require that students be allowed to make up examinations which have been missed due to illness or other unavoidable circumstances. Students with mandatory religious obligations or UI authorized activities must discuss their absences with me as soon as possible. Religious obligations must be communicated within the first three weeks of classes.

If a student experiences an unavoidable circumstance, here’s what to do:

- Contact your instructor as soon as possible to notify them of the event.
- If it is a serious emergency that will last longer than five days, the student or a family member also may contact the UI Service Center, 17 Calvin Hall, (319) 384-4300, registrar@uiowa.edu. This office will notify the student’s instructor(s) of the absence.
- CLAS Academic Programs and Student Development, 120 Schaeffer Hall, (319) 335-2633, also may be contacted to help facilitate the student’s needs and to discuss options.

The key to handling and resolving attendance issues and late assignments is communication with the instructor beforehand.

Other Expectations:
All students have a right to a distraction-free learning environment. It’s expected that you will conduct yourself in a professional and civil manner throughout this course with your instructor, guests, and peers. This includes:

1) Having your web cameras on during class.
2) Coming to class on time and not leaving early.
3) Turning off your cell phone, or putting it on silent/vibrate.
4) Refraining from using your computer for purposes other than the course. This means no texting, Facebook, Twitter, Snapchat, email, etc. during class.
Do your best to not disturb the class. Occasionally, technical problems do arise. If you experience a technical issue, the instructor will not be able to help you during class time. Instead, please call Technical Support: (319) 335-3925 (available during class sessions).

**Resources for Students:**
Students may find the Writing Center and the Speaking Center very useful for this course; the Tutor Iowa site is also very valuable for students seeking extra help:
Writing Center: [https://writingcenter.uiowa.edu/](https://writingcenter.uiowa.edu/)
Speaking Center: [https://speakingcenter.uiowa.edu/](https://speakingcenter.uiowa.edu/)
Tutor Iowa: [https://tutor.uiowa.edu/](https://tutor.uiowa.edu/)

**Rules and Policies:**
This course is subject to rules and policies established by the UI College of Liberal Arts and Sciences.

**College of Liberal Arts and Sciences**
**Information for Undergraduates**

**Absences and Attendance**
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing the absence policies for their courses, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, unavoidable circumstances, or University authorized activities ([https://clas.uiowa.edu/students/handbook/attendance-absences](https://clas.uiowa.edu/students/handbook/attendance-absences)). Students may use this absence form to communicate with instructors: [https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf](https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf)

**Academic Integrity**
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's [Code of Academic Honesty](https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code). Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address ([https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code](https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code)).

**Accommodations for Disabilities**
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services
(SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/student/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course. So please, if you have any problem, contact me. If you think I have not resolved your complaint or concern, then feel free to contact Dr. David Ryfe, Director of the School of Journalism and Mass Communication. You can arrange an appointment with the SJMC Administrator, Rebecca Kick, at 319-335-3390. For more information, see https://clas.uiowa.edu/student/handbook/student-rights-responsibilities.

Nondiscrimination in the Classroom
UI 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.uiowa.edu).

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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.
Check the course ICON site frequently.
You are responsible for changes announced in class or announcements posted in ICON.

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<thead>
<tr>
<th>Week/Date</th>
<th>Preparation</th>
<th>Topics (subject to change)</th>
<th>Assignments Due</th>
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</table>
| Week 1    | Research potential clients; read Ch. 1 | Introduction and online protocols  
Foundations  
- Objectives  
- Zoom and ICON tools  
Heading Your Own Firm  
- Finding a client  
- Best opportunities  
- How to be successful  
- Non-Disclosure Agreement  
- Client Agreement  
Chapter 1  
- Strategic Communications Planning  
- Overview  
Guide to JMC:5238  
Review Assignment |
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| Week 2     | Read Ch. 3 & 4       | Chapter 3  
- Research  
- Research options  
Chapter 4  
- Situation Analysis  
- What to include in your SA  
Review SA Assignment  
Campaign discussion(s)  
Super Bowl Assignment | Client nearly finalized |
| 1/28/2020  |                      |                                                                                          |                                                                                  |
| Week 3     | Read Ch. 2           | Super Bowl campaigns discussion  
The SWOT exercise  
Competitive Analysis | Super Bowl Campaign Assignment Due (in class)  
Client finalized and approved by instructor |
| 2/4/2020   |                      |                                                                                          |                                                                                  |
|            | 2/9/2020             |                                                                                          | Situation Analysis Due 8 p.m.                                                 |
| Week 4     | Read Ch. 5 & 6       | Goals and Objectives  
- What’s the difference?  
Creativity and Big Ideas  
Brainstorming Sessions  
- Conducting effective sessions  
- Who to include | SWOT/ Competitive Analysis Due 5 p.m. |
<p>| 2/11/2020  | Readings in ICON     |                                                                                          |                                                                                  |</p>
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<th>Week/Date</th>
<th>Preparation</th>
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<th>Assignments Due</th>
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<tr>
<td>Week 5</td>
<td>Read Ch. 7 ICON: VALS (in resources)</td>
<td>Key Publics</td>
<td>Brainstorm Session Due 5 p.m.</td>
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<td>2/18/2020</td>
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<td>Guest Speaker</td>
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<td>Week 6</td>
<td>Read Ch. 8 Readings in ICON</td>
<td>Strategies and Tactics</td>
<td>Key Publics Due 5 p.m.</td>
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<tr>
<td>2/27/2020</td>
<td></td>
<td>• Declining importance of mass media</td>
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<td>• Differences between strategies and tactics</td>
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<td>Campaign discussion</td>
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<td>Week 7</td>
<td>Read Ch. 9 Readings in ICON</td>
<td>Social Media Strategy</td>
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<td>3/3/2020</td>
<td></td>
<td>• A plan within the plan</td>
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<td>• Challenges</td>
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<td>• Newsjacking</td>
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<td>Campaign discussion(s)</td>
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<td>Week 8</td>
<td>Readings in ICON</td>
<td>Public Relations</td>
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<td>3/10/2020</td>
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<td>• Is the press release dead?</td>
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<td>• Getting the word out</td>
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<td>• Relationships</td>
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<td>Guest Speaker (Media)</td>
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<td>Week 9</td>
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<td>SPRING BREAK—NO CLASS</td>
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<td>3/17/2020</td>
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<td>Week 10</td>
<td>Read: Ch. 10 Media Sales Search Optimization</td>
<td>Goals, Objectives, Strategies and Tactics Due 5 p.m.</td>
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<td>3/24/2020</td>
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<td>Week/Date</td>
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<td>Topics</td>
<td>Assignments Due</td>
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<td>Week 11</td>
<td>Read: Ch. 11 &amp; 12</td>
<td>Budgets, Timelines and Evaluations</td>
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<td>3/31/2020</td>
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<td>Campaign Discussions</td>
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<td>Week 12</td>
<td>Readings in ICON</td>
<td>Executive Summaries</td>
<td>Budgets, Timelines &amp; Evaluations Due 5 p.m.</td>
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<td>4/7/2020</td>
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<td>• Who reads them?</td>
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<td>• Why are they important?</td>
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<td>Week 13</td>
<td>Read: Ch. 14</td>
<td>Presentations</td>
<td>Executive Summary Due 5 p.m.</td>
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<td>4/14/2020</td>
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<td>• Effective Presentations</td>
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<td>• Assignment and Expectations</td>
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<tr>
<td>Week 14</td>
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<td>Evaluation Assignment</td>
<td>Final Campaign Due 5 p.m.</td>
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<td>4/21/2020</td>
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<td>Campaign Discussion</td>
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<td>Week 15</td>
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<td>Presentation Practice</td>
<td>Evaluations Due 5 p.m.</td>
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<td>4/28/2020</td>
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<td>Week 16</td>
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<td>Class Presentations</td>
<td>Presentations Due- In class</td>
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