This course gives students an introduction to the field of strategic communication. We will cover five main areas:

1. The role of strategic communication
2. The process of strategic communication from research and planning to implementation and evaluation
3. The fundamental concepts of strategy
4. The tactics used by strategic communication professionals
5. The application of the process, strategies and tactics in major areas of practice

This course will help you look at situations, note the opportunities and/or problems inherent in that situation, and deal with them in a logical, analytical manner, taking into consideration diversity and new technologies. It presents exercises in critical thinking and will help you improve your individual writing style. This course also provides the foundation of knowledge needed to progress to the more advanced courses in the Masters of Strategic Communication program.

Course Objectives
By the completion of this course, students will be able to:

• Identify the role and functions of strategic communication in a contemporary society
• Understand the historical evolution of strategic communication, career opportunities in the field, and professional, ethical and legal responsibilities
• Learn basic processes of strategic communication – research, planning, communication, evaluation – and the use of communications strategies and tactics to achieve organizational goals and objectives
• Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and the purposes they serve
Critically evaluate potential effects of strategic communication practices

Course Requirements

Other Readings: Other readings and assigned materials will be made available on the class ICON website. All readings should be completed before class meetings or completing assignments. Weekly content and assignments will be posted by Saturday night at midnight. This content is subject to change, so please check class content on ICON weekly.

Media/System Requirements: Computer with high speed Internet access, a camera and microphone.

Need technical support? Contact the Division of Continuing Education technical support staff at dce-techsupport@uiowa.edu.

Synchronous Sessions: As an instructor, I aim to keep sessions interactive, lively, and engaged. Our Face to Face (synchronous) time will focus on peer-to-peer interactions with peer and faculty support throughout the semester. That means that you are responsible to work through class material on your own time. Because we have sporadic in-person meeting time (every other week), this course requires high levels of attention, motivation and the initiative to learn independently. We will all work to create a comfortable environment where we can speak honestly and support one another.

Because of the asynchronous nature of this class, you have a lot of freedom as to when you complete coursework. As a result, you can easily to fall behind on reading and assignments. I have found that the most successful students schedule “class time” during their weekly schedule and set aside a consistent time to work on class assignments. You may also find it beneficial to set up times online to meet with one another and discuss content and plans for your assignments.

You have discussions due weekly which should help you stay on track with the course materials.

Course Policies Online Classroom Conduct: No inappropriate behavior will be tolerated during this course. Critical thought and discussion is encouraged; however, classroom civility is required at all times. The instructor reserves the right to delete any message board post that includes racist/sexist/bigoted language or personal attacks against another class member.

Grading:
Attendance/Participation: 20% - While I do not take attendance, I expect all students to be present in each zoom meeting. If you are going to miss a meeting, please contact me in advance and be sure that all work is completed on time. Participation is somewhat subjective. In order to
earn all points, you are encouraged to verbally participate in class discussion every time we meet as well as in group meetings. When we are meeting face to face, please be sure you are in an environment that is free of distracting. Your camera should be on and you should be actively engaged in discussion.

**Written Work: 20%** - There will be multiple writing assignments throughout the semester. Please see “assignments” in ICON for full assignment descriptions and requirements.

**Discussion Forums: 20%** - There will be periodically be discussions during asynchronous weeks. A thoughtful discussion post should be approximately 200 words in length. You should also have responded to at least two other posts to get full credit.

**Group Presentation: 20%** - Groups will present on one of the following topics of their choice (the non-profit industry, health communications, entertain and/or sports media, global communications, education) Others are welcome as proposed. The final presentation will be graded both as a group and on an individual level.

**Final Exam: 20%** - The out of class/timed final, will be a series of essay questions connecting overarching concepts from the course and the previous group presentations.

Final course grades will be assigned as follows

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<tr>
<th>Grade</th>
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<tr>
<td>A</td>
<td>94-100</td>
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<td>A-</td>
<td>90-93</td>
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<td>B+</td>
<td>87-89</td>
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<td>B</td>
<td>83-86</td>
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<td>B-</td>
<td>80-82</td>
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<tr>
<td>C+</td>
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<td>C</td>
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<td>C-</td>
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<td>D-</td>
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**Administrative Home**

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 other policies. These policies vary by college ([https://clas.uiowa.edu/students/handbook](https://clas.uiowa.edu/students/handbook)).

**Electronic Communication**

Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI ([Operations Manual, III.15.2](https://clas.uiowa.edu)).

**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 should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

**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).

**Academic Integrity**

All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. 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).

**CLAS Final Examination Policies**

The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies).

**Making a Complaint**

Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

**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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.