Writing for Strategic Communication
JMC:5400
Fall 2018

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Subscribe to class text list: Text “@5400fall” to 81010

Course Meeting time: Alternate Thursdays at 5:30 pm – 8:00

Required Course Materials:

The first required book for this course is Strategic Writing: Multimedia Writing for Public Relations, Advertising and More, Third Edition by Charles Marsh, David W. Groth, and Bonnie Peevey Short. (ISBN 9780205031979) (pbk,) Routledge, 2012). The price ranges from approx. $30 used to approx. $90 new/ e-book. The book is available at the University Bookstore (Web: http://www.book.uiowa.edu/ Phone: 319-335-3179. It is also available on Amazon.


I will also post additional readings to the appropriate ICON module.

Course Description: Course Description and goal: This course is an applied writing skills laboratory. We will cover major strategic communication tools for multiple platforms and audiences. We will focus on writing clearly and concisely, and you will learn to target your message, and structure your writing for maximum impact. The skills of writing are learned by doing; you will have ample opportunities to learn by writing in every class.

Learning Objectives:
By the end of this course, you will be able to:

• quickly and correctly produce written materials required for public relations, advertising, and marketing;
• integrate strategy into communication pieces to target your messages to diverse publics;
• professionally present material across a wide variety of communication platforms.

Additionally, you will develop your skill set for writing mechanics, AP Style, and editing.
Grading Criteria:
Attendance/participation: 20%
Best Practices Discussions: 10%
Written work: 40%
Peer Reviews: 20%
Final: 10%

Assignment Descriptions:
Attendance/participation: I will regularly take attendance. Each student is allowed to miss one class without penalty. Additional absences will impact your attendance/participation grade. Participation is also expected in every class period. You should have your camera on and be engaged. A good rule of thumb is to contribute at least one question/comment/example to each class discussion.

Written Work: You will complete several writing tactics throughout the semester. While each tactic will be graded using the same rubric format. We, as a class, will determine the specific grading criteria for each tactic.

Peer Reviews: In addition to completing each writing tactic, you will also peer review. Peer reviews will not influence your classmate’s grade. You will be graded on the quality and depth of your feedback. You will have an opportunity to apply the feedback before submitting your final writing assignment.

Final: The final will be an in-class exercise. You will be provided multiple scenarios to choose from. You will pair a scenario with a writing tactic. You will write a short essay justifying that choice, along with completing the tactic itself.

Assignment deadlines and late work policy:
I understand that some weeks are more demanding than others, professionally and personally. If you are having difficulty and need an extension, please contact me in advance along with a proposal for an alternative submission date. There is a 5% penalty applied to late work and this penalty may increase if the assignment is beyond one week late.
Email Policy:
E-mail is the best way to reach me. I am able to more regularly check the UofI email (as opposed to ICON,) so that is preferred. I generally respond within 24 hours, with the exception of the weekends. I can also be reached via text/phone in the event of an emergency. I am available to review assignments in advance, set up zoom sessions, or phone calls, as needed.

Pedagogical approach or format of the course:
Lectures get boring, especially in an online class! I try to keep each session as active and engaging as possible, while utilizing your professional experience and expertise. I will start the semester with a thorough survey to better understand exactly what that is. Expect to be called on and asked to share your experience regularly.

During face-to-face weeks, we will discuss the details of specific writing tactics. We will determine as a class, how the rubric would apply to that particular tactic. Sometimes, you will write in class, other times, you will not. During off weeks, you complete readings, watch videos, and complete or peer review writing tactics.

The general layout of the class is below. You will find all assigned readings/videos/assignments/dates in ICON. The blue circle with “S” represents a synchronous (face-to-face) week.
<table>
<thead>
<tr>
<th>Week/Date</th>
<th>Class discussion Topic</th>
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| **Week 1** 8/23 | Strategic writing/Introduction to class  
Tactic: The Media Advisory/The media Alert  
Discuss the basics of the News Release |
| **Week 2** 8/30 | Tactic: The News Release |
| **Week 3** 9/6 | Writing engaging leads – In class activity  
Sharing news release and discuss upcoming OpEd/feature story |
| **Week 4** 9/13 | Interview your peer review partner to prepare for feature/OpEd  
Submit feature/OpEd |
| **Week 5** 9/20 | The art of the pitch |
| **Week 6** 9/27 | The Fact Sheet |
| **Week 7** 10/4 | Writing speeches |
| **Week 8** 10/11 | Writing Newsletters |
| **Week 9** 10/18 | Writing Strategic Communications campaigns |
| **Week 10** 10/25 | Campaigns continued |
| **Week 11** 11/1 | Writing for social media  
Introduce campaign client |
Week 12  
11/8  
Writing blogs

Week 13  
11/15  
Writing a proposal for your campaign

Week 14  
11/22  
Thanksgiving break

Week 15  
11/29  
Campaign presentations  
*All campaign proposals due

Week 16  
12/6  
Campaign Presentations

Final: 12/13 –Writing Exercise in Class. Students will be given multiple external and internal communication scenarios. You will choose one and pair it with a writing tactic. You will write a short essay justifying your tactic along with the tactic itself. The final will be asynchronous but will be timed. Details will be in ICON.

Student Resources
IT Email: dce-techsupport@uiowa.edu

ICON Student Guide and Technical Resources

Student Zoom Accounts
University of Iowa Writing Center

Grading Scale:
A 94-100  A- 90-93  B+ 87-89  B 83-86  B- 80-82  C+ 77-79  C 73-76  
C- 70-72  D+ 67-69  D 63-66  D- 60-62  F 59-

University of Northern Iowa Teaching Policies and Resources

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.

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).

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 meet with the course instructor privately in the instructor's office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See https://sds.studentlife.uiowa.edu/ for information.

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@uiowa.edu, or visit 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.

Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.