Instructor: Rachelle Biderman
Phone: (319)330-4114 (Cell)
Email: Rachelle-biderman@uiowa.edu
DEO Contact Information: David-Ryfe@uiowa.edu

Course Meeting time: Alternate Mondays at 5:30 pm – 7:30/8:00
Course meeting dates are on the attached schedule

Required Course Materials:

The first required book is a free open resource. It can be downloaded and printed (if desired) at
https://open.umn.edu/opentextbooks/textbooks/writing-for-strategic-communication-industries


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: 25%
Best Practices Discussions: 25%
Written work: 25%
Peer Reviews: 25%

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.

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.
Week 3: Public Relations Writing (Async)

- Week 3: Completing this module
- Writing the Media Alert
- Watch: Writing a news release - Framework and Content
- Media Alert: Draft 1 and Peer Review  
  Sep 11 | 5 pts
- News Release: Draft 1 and Peer Review  
  Sep 11 | 30 pts
- "You have a small window of time in between the peer reviews and final drafts, so please be sure to complete your peer review asap on Thursday.

- Media Alert: Final Draft  
  Sep 13 | 10 pts
- News Release: Final Draft  
  Sep 13 | 10 pts

Week 4: Pitching your story and writing a feature - 9/19 (LIVE SESSION)

- Week 4: Preparing for this session
- Leads oped and feature.pptx
- Step-by-Step: Writing the OpEd

Week 5: Preparing and pitching your feature (ASYNCH)

- WEEK 5: Completing this module
- Sample Pitch
- The Pitch: Best Practices  
  Sep 25 | 5 pts
- Draft 1: The Pitch - Complete peer review by the following Monday  
  Sep 27 | 10 pts
- Final Draft: The Pitch

Week 6: Writing the Op Ed - LIVE SESSION 10/3

- Week 6: Preparing for this session
- Submit draft 1: The feature and peer review  
  Oct 2 | 5 pts
- Complete peer review by following Monday
- Pallet for Guest speaker: Jessica Maldonado of Policy Works

- Week 7: Submit the feature story (ASYNCHRONOUS)

- Submit Final Draft - The Feature  
  Oct 11 | 10 pts
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<td>Week 8: Speech Writing</td>
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<td>Best Practices: Writing Speeches</td>
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<tr>
<td>Week 9: Preparing for this session</td>
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<td>Submit: Op Ed - Draft 1 and Peer Review</td>
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<td>Complete peer review by following Monday</td>
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<th>Week 10: Submit the Op-Ed (Asynch)</th>
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<td>Submit Final Draft: Op Ed</td>
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<td>Week 11: Preparing for this session</td>
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<tr>
<td>SEO Guide.pdf</td>
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<td>Guest Speaker - Padlet Discussion -Post questions by 11/4 at 11:59</td>
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<td>Objective: Writing for various online platforms</td>
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<th>Week 14: Thanksgiving Break - Read Everybody Writes by Ann Handley</th>
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<tr>
<td>Week 14: Completing this module</td>
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<td>Everybody Writes</td>
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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.