Strategic Communication Writing
JMC: 5400:EXW
Spring 2020

Course Instructor: Rachelle Biderman
Class meeting times: Mondays 5:30 – (approx.)8:00 pm CST
Course meeting dates: 1.27 – 2.10 – 2.17 – 3.9 – 3.23 – 4.6 – 4.20 – 5.4 – 5.11
Office: E320 – AJB
Phone: (319)335-3589 or cell (319)330-4114
Email: Rachelle-Biderman@uiowa.edu
Office Hours: By appointment
DEO: David Ryfe (319)335-3486
Subscribe to Course text list here - https://www.remind.com/join/sc5400
Email: David-Ryfe@uiowa.edu

Course Access: Log into Iowa Courses Online (ICON) using your HAWK ID and password http://icon.uiowa.edu/index.shtml

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 nearly every class.

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.

Media/System Requirements
Technical requirements for completing University of Iowa online classes that require a student-provided personal computer.
Sufficient technology and internet access is required to complete online classes when you take a course at the The University of Iowa.
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 that your selected mobile device does not meet the needs of the course.
Listed below are the media/system requirements applicable to the course:

- The latest version of Adobe Reader and the Microsoft Silverlight Player must be installed in your computer in order to get access to course materials posted on ICON, such as pre-recorded lectures and lesson study guides.
- Computer with broadband access (desktop, laptop vs. tablet or smartphone). A wired Ethernet connection to the internet is very strongly suggested. Wireless, or cellphone data may experience connection problems. Android and iOS operating systems are not fully supported at this time.

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 Continuing Education Technical Support (319)335-3952.

Need help with ICON or your Hawkid? Please contact the ITS Help Desk at 319-384-HELP.

**Required Textbook/Media**

The first required book [https://ohiostate.pressbooks.pub/stratcommwriting/](https://ohiostate.pressbooks.pub/stratcommwriting/) (Free open source text)


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

**Course Structure**

We will meet every other week. On meeting weeks, you will have a module to complete to prepare for the session. On non-meeting/asynchronous weeks, you will have a module to complete and usually a writing assignment to submit. Most assignments will require you to upload an ungraded first draft, provide peer feedback on at least two other pieces of writing, and submit your own final draft.

This course is being offered over the Web as a Distance Education offering. Students will login to the course site on ICON to access the course materials (syllabus, assignments, schedules), and the discussion forum. For details of the course assignments and activities, see the “Course Work” section of the syllabus. Course content consist of the textbook, additional articles, and several websites.

Students are expected to visit the course page regularly to:

- access assigned course materials (posted on the “Modules” page) such as pre-recorded lectures and journal articles.
- review the course homepage regularly for any updates or course announcements.
- submit assignments to the instructor.
Grading Criteria:
The percentage grade of the class is distributed equally between the following categories:
Attendance/participation: 33%
Written work: 33%
Peer Reviews: 33%

Final course grades will be assigned as follows:
A to A- (100-90%) B+ to B- (89-80%) C+ to C- (79-70%) D+ to D- (69-60%) F (Below 60%)

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 am keep 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, 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 most weeks, 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.

Student Support: This course assumes students have basic computer skills and knowledge of the various programs and hardware you need to use during this session (e.g., Microsoft
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, k.11).

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).

**CLAS Final Examination Policies**
The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student’s responsibility to know the date, time, and place of a final exam.

**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.