Strategic Communications Capstone
Spring 2019

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Course Meeting time: Every Wednesday (except arch 20th and April 3rd) 5:30 – 6:30 pm (offline work as assigned). Final meeting time will be May 8.

Required Course Materials: All materials will be in ICON – No text required

Course Description: The Strategic Communications Capstone is a portfolio-based course that asks students to critically reflect on how their coursework in the Master’s program has impacted their sense of where they’ve come from academically and professionally, and where they’re headed.

In this course, students will be guided by a series of cased-based readings, related discussion prompts, and targeted assignments that will lead to the opportunity to consider professional principles and practices with reference to their MA-SC course work. The opportunity to synthesize these concepts and skills is what will make this final course a “capstone” experience.

Throughout the term students will be asked to read and respond to published case studies exhibiting best practices, lead a discussion, participate in peer review, and generate an online portfolio that highlights the skills gained throughout the program.

Learning Objectives:
Upon successful completion of this course, students will be able to do the following:
- Critically reflect on where they’ve come from and where they are headed professionally.
- Create a personalized e-portfolio showcasing their academic and professional growth.
- Apply program concepts to various areas of strategic communication
- Write a professional and informed strategic communications case study.

Grading Criteria:
E-Portfolio: 20%
Weekly attendance and participation: 20%
Weekly discussion prompts: 15%
Case Study proposal and completed case study: 20%
Discussion Leader: 20%
Reflection Essay: 5%
Assignment Descriptions:

**E-Portfolio:** Using the platform of your choice, you will create an e portfolio showcasing your work. See ICON for specific grading criteria.

**Weekly attendance and participation** – Each student has one free absence that will not impact his/her grade. Beyond that, missed classes will impact your overall attendance grade. It is expected that you would communicate your absence in advance. Students are also expected to have their camera on and be participating in each discussion.

**Assignment deadlines and late work policy:**
Discussions will not be accepted late as they can be done at any time and in advance. Late work is accepted as long as it is coordinated in advance with the instructor. If you expect that you will need to submit work late, contact me and suggest an alternative due date and we will go from there.

**Email Policy:**
Using your UofI email account is the best way to reach me (as opposed to ICON). I generally respond within 24 hours, but may not check email as frequently on the weekends. If there is an emergency, you may call or text me. If you would like feedback on an assignment prior to the due date, I am happy to review it in advance.

**Pedagogical approach or format of the course:**
I try to keep classes as active as possible. I truly believe that the value of our program is rooted in the experience/input/ideas that YOU contribute. We will rely heavily on peer review, discussion, professional examples, and breakout groups. This course will not be lecture heavy.

**Student Resources**
IT Email: dce-techsupport@uiowa.edu
ICON Student Guide and Technical Resources
[Student Zoom Accounts](#)
[University of Iowa Writing Center](#)

**Grading Scale:**

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<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100</td>
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<tr>
<td>A-</td>
<td>90-93</td>
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<td>87-89</td>
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<td>D+</td>
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<tr>
<td>F</td>
<td>59-</td>
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<tr>
<td>Week/Date</td>
<td>Work / reading due prior to class</td>
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| Week 1 January 16 | Nothing due. Welcome to class!    | • Class meet and greet  
• Case Study Breakdown and RACE model  
• Assignments and expectations |                                |
| Week 2 January 23 | Case Study reading due            | Discuss core assignments and writing your own case study                                 |                                |
| Week 3 January 30 | Assigned case studies and discussion posts | Topic: Reputation Management – Lindsey B.  
Crisis Communication – Mikeal M |                                |
| Week 4 February 6 | Assigned case studies and discussion posts | Topic: Tiffany Berry and Heyden Enochsen – Integrated Marketing |                                |
| Week 5 February 13 | Submit case study proposal        | Topic: Miles Castel-Dietz and Vonnie Potter- Community Engagement                        |                                |
| Week 6 February 20 | Assigned case studies and discussion posts | Topic: Susan Acromonte Hillary Hufford-Tucker  
Internal communications |                                |
| Week 7 February 27 | Assigned case studies and discussion posts | Internal Communications – Maudie Kauffman  
Investor Relations: Javy Perez |                                |
| Week 8 March 6    |                                    | Erika Harper – Public Service Sidney Prezley- Public Affairs                           |                                |
| Week 9 March 13   | Assigned case studies and discussion posts | Shehla – Global Communication Helen - ?                                                 |                                |
| Week 10 March 27  | Assigned case studies and discussion posts | Taylor - ?  
Shannon- ? |                                |
| Week 11  
April 10 | Assigned case studies and discussion posts | Cory - Marketing 
Liz Maddy - ? |
|-----------|------------------------------------------|-----------------|
| Week 12  
April 17 | Assigned case studies and discussion posts | Meghna - ? |
|-----------|------------------------------------------|-----------------|
| Week 13  
April 24 | Final portfolio due | Share case study presentations |
|-----------|------------------------------------------|-----------------|
| Week 14  
April 5/1 | | Share case study presentations |
|-----------|------------------------------------------|-----------------|
| Week 15  
5/8 | Reflection essay due | Share case study presentations |
|-----------|------------------------------------------|-----------------|

- No class on March 20th or April 3rd

**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://operations.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/](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](https://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/.