

COMM 1330 – Introduction to Strategic Communication

Semester: Fall 2015
Days: TR
Times: 11:00-12:15
Location: MAB 302

Instructor: Dominique Sanchez
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Office hours: Mon. – Thurs. 2:00-3:00pm
Walk-ins or by appointment welcome

Course Description:

This course will explore the history of public relations and strategic communications in American society with particular emphasis on print media, broadcasting, advertising and the internet. Basic theories, concepts and approaches to strategic communication will be introduced, as well as discussions of the professional and ethical demands of practitioners.

Course Objectives:

By the end of this class, students will

- Examine key concepts associated with strategic communications
- Identify organizational structures
- Identify organizational strengths, weaknesses, opportunities and threats
- Understand the strategic communications planning matrix
- Discuss the strategic planning process and implement ideas on a basic level
- Evaluate strategic alternatives to organizational issues

Program Learning Outcomes:

1. Demonstrates the ability to competently deliver public presentations, including the use of presentation technology such as presentation software, video, and audio.
2. The ability to analyze communication content for argument, including identification of major elements, such as claims, warrants, data, etc.
3. Demonstrates the ability to complete appropriate discipline specific writing assignments.
4. The ability to apply communication theory to the analysis of communication situations appropriate to each degree specialization.
5. Demonstrate competent use of media technology including video, audio, and internet-based technology.

Required Textbook:

Wilson, L. J., & Ogden, J. (2014). *Strategic communications planning for effective public relations and marketing* (6th ed.). Dubuque, IA: Kendall Hunt.

Course Expectations:

1. Your positive attitude is the difference between success and failure in art, life, and this class.
2. You will be on time to each class meeting.
3. You will read the textbook.
 - Quizzes will be based directly on reading material. Quizzes will only be available in class. You will not be able to make up a quiz without prior approval.

4. All homework is due at the beginning of a class period. If you know you will miss a class meeting, remember to submit your homework prior to the missed class.
5. Students must silence all personal electronic devices and refrain from using them during each class session, unless otherwise discussed with the instructor for personal reasons and emergencies.

Attendance:

Attendance is part of your grade and will reflect in your in class participation and your final grade.

You are expected to attend every class, and are therefore responsible for everything that occurs in each class. You are responsible for knowing all announcements, lecture material, assignments, and class schedule modification that includes required reading for subsequent classes. If you must be absent, it is your responsibility to notify the instructor and obtain the necessary information.

If you miss a class for any reason (school-related, family emergency, illness, etc.) you must notify the instructor ahead of time. Late work will not be accepted without prior discussion and approval.

Absence Policy, from the Sul Ross State University 2014-2016 Course Catalog:

Regular class attendance is important to the attainment of the educational objectives of the University. Each instructor will keep class attendance records, and the instructor's policy on class attendance will be explained at the beginning of the semester or term.

The instructors will drop a student from a course when the student has a total of nine absences. A student will be dropped for excessive absences in remedial courses after nine absences.

An absence is defined as non-attendance in fifty minutes of class; for example, non-attendance in a one and one-half hour class will constitute one and one-half absences and non-attendance in a three hour class will constitute three absences. An absence because of participation in an official University activity is considered to be an authorized absence.

Every effort will be made by departments to minimize missed class time of students by careful scheduling of authorized University activities. When a student has to miss a class due to an authorized University activity, it will be the responsibility of the student to notify the instructor of the class in advance. The department responsible for the authorized University activity will also notify instructors through the Student Life Office by providing an explained absence list to the office. Instructors will give students participating in an authorized University activity the opportunity to make up class work, including tests, within a reasonable time and at the convenience of the instructor.

A student who is dropped from a course for excessive absences will be notified in writing by the Director of Records and Registration after the drop has been approved by the Provost and Vice President for Academic and Student Affairs. Any student dropped for excessive absences will receive either an "F" or a "W" depending upon the faculty member's discretion.

ADA:

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M.Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203. Email: mschwartz@sulross.edu.

Grading:

All assignments and grade distribution are subject to change as the semester continues, at the instructor's discretion.

Participation/ In Class Chapter Exercises/Discussion	20%
Chapter Reading Quizzes	20%
Homework Exercises	20%
Writing Exercises	20%
Final Project	20%

Grading Criteria:

A (90-100%) = Exceptional. Demonstrates mastery of material beyond expectation. Professional quality of work.

B (80-89%) = Above Average. Demonstrates mastery of material. Work is of better-than-expected quality, but not quite professional.

C (70-79%) = Average. Demonstrates proficiency with material. Work is of amateur quality.

D (60-69%) = Below Average. Less than proficient with material. Work shows errors, careless mistakes, or is incorrect.

F (59% or below) = Fail. Work is incomplete. Does not exhibit any proficiency with material.

Daily Schedule

(subject to change at any time throughout the semester)

Tuesday, August 25

Introductions, Syllabus, Elevator Pitch

Hmwk: Read "What is strategic communication" journal article on Blackboard. Write up a personalized definition to answer the question, "What is strategic communication?"

Thursday, August 27

Turn in Definitions

"What is strategic communication?" Discussion

Hmwk: Read Chapter 1 – The Relationship-Building Approach to Communications

Tuesday, September 1

Chapter 1 Quiz, Chapter 1 Discussion, Chapter 1 Exercise 3 p. 18

Hmwk: Read Chapter 2 – Public Information and Persuasive Communication

Thursday, September 3

Chapter 2 Quiz, Chapter 2 Discussion, Chapter 2 Exercise 3 p. 42

Hmwk: Survey Publics

Tuesday, September 8

Survey Findings Due, Discussion Findings, Chapter 2 Exercise 2 p. 42

Hmwk: Read Chapter 3 – Communication Research Methods

Thursday, September 10

Chapter 3 Quiz, Chapter 3 Discussion

Hmwk: Chapter 3 Exercise 3 p. 59, Read Chapter 4 – Using Research for Effective Communications Planning

Tuesday, September 15

Turn in Chapter 3 Exercise 3 p. 59 and Discuss, Chapter 4 Quiz, Chapter 4 Discussion

Hmwk: Chapter 4 Exercise 1 p. 75, Read Chapter 5 – Setting Goals and Objectives

Thursday, September 17

Chapter 4 Exercise 1 p. 75 Due

Chapter 5 Quiz, Chapter 5 Discussion

Hmwk: Chapter 5 Exercise 2 – Bring Mission Statement and Goals to Next Class

Tuesday, September 22

Mission Statement and Goals Due, Complete Chapter 5 Exercise 2 In Class, Discussion Objectives

Hmwk: Read Chapter 6 – Creativity and Big Ideas

Thursday, September 24

Chapter 6 Quiz, Chapter 6 Discussion

Hmwk: Chapter 6 Exercise 3 p. 108 (Due October 1), Read Chapter 7 – Key Publics

Tuesday, September 29

Chapter 7 Quiz, Chapter 7 Discussion, Chapter 7 Exercise 4 p. 122 in Pairs

Hmwk: Finish Chapter 6 Exercise 3 p. 108

Thursday, October 1

Present Chapter 6 Exercise 3 p. 108 to Class

Hmwk: Read Chapter 8 – Messages, Strategies and Tactics

Tuesday, October 6

Chapter 8 Quiz, Chapter 8 Discussion

Hmwk: Chapter 8 Exercise 3 p. 151

Thursday, October 8

Turn in and Discuss Chapter 8 Exercise 3 p. 151

Hmwk: Read Chapter 9 – Using Social Media for Message Delivery

Tuesday, October 13

Chapter 9 Quiz, Chapter 9 Discussion, What Social Media Are You Using?

Hmwk: Chapter 9 Exercise 1 p. 167 – Write a report of your findings

Thursday, October 15

Chapter 9 Exercise 1 p. 167 Due, Discussion of channels used, industries chosen and findings

Hmwk: Read Chapter 10 – Calendaring and Budgeting

Tuesday, October 20

Chapter 10 Quiz, Chapter 10 Discussion, Pair up for Chapter 10 Exercise 1 p. 180

Hmwk: Continue Exercise

Thursday, October 22

Chapter 10 Exercise 1 p. 180 due at 11:30 – Turn in Report and Discussion

Homework: Read Chapter 11 – Implementation and Communications Management

Tuesday, October 27

Chapter 11 Quiz, Chapter 11 Discussion, Pair up and Select an Issue Facing College Students – Create a Communication Confirmation Table for One Public Involved in this Issue

Hmwk: Read Chapter 12 – Communications Measurement and Evaluation

Thursday, October 29

Chapter 12 Quiz, Chapter 12 Discussion, Pair Up to Discuss T-Mobile Case and Apply the Matrix

Hmwk: Read Chapter 13 – Responding to RFP

Tuesday, November 3

Chapter 13 Quiz, Chapter 13 Discussion

Hmwk: Chapter 13 Exercise 1 p. 212 (Due Nov. 10), Read Chapter 14

Thursday, November 5

Chapter 14 Quiz, Chapter 14 Discussion, Chapter 14 Exercise 3 p. 221

Hmwk: Finish Chapter 13 Exercise 1 p. 212, Read Chapter 15 – Ethics and Professionalism

Tuesday, November 10

Chapter 13 Exercise 1 p. 212 Due

Chapter 15 Quiz, Chapter 15 Discussion, Chapter 15 Exercise 4 (in class discussion)

Final Project Assignment Handed Out

Thursday, November 12
Final Project Discussion and Issue Selection

Tuesday, November 17
Writing Exercise

Thursday, November 19
Writing Exercise

Tuesday, November 24
Blackboard Day

Thursday, November 26 – Thanksgiving Holiday
No Class

Tuesday, December 1 – Last Class Day
Project Discussions

Tuesday, December 8 – Final – 10:15am
Final Project Presentations and Plans Due