

# PRINCIPLES OF STRATEGIC COMMUNICATION

COMM374 (01) (11127), Spring 2019

Columbia Hall, Room 1360

Mo/We/Fr 1:00PM-1:50PM

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## COURSE DESCRIPTION & OBJECTIVES

According to the UND Catalog, this course introduces the fundamental theories, concepts, and applications of strategic communication to critically analyze its social influence and meet organizational goals.

Specifically, this course is an overview of principles and practices in strategic communication, including the role of strategic communication in society and the market place, consumer behavior, media, budgeting and planning, and the creation and production of strategic communication messages.

The purpose of the course is to introduce students to the institution, industry, and practice of strategic communication. The course has been designed to provide fundamental insights into methods, policies, problems and opportunities in strategic communication. For students majoring in strategic communication, this course offers the opportunity to acquire a strong, basic framework from which to excel in the more advanced strategic communication courses. For the non-major, this course provides an understanding of how communication tools are used to propel products in the market place.

By the end of the semester, you should be able to:

1. Understand and explain the role of strategic communication in society
2. Understand and explain major areas of specialization and proficiency in strategic communication: Research, marketing, creative, public relations, media and promotion
3. Understand and explain the language, history, industry structure, regulation, and social economic effects of strategic communication
4. Understand and explain the creative strategy and execution process

5. Understand and explain the elements that go into creating effective strategic communication, with special focus on
  - 1) Who the company/organization is trying to reach;
  - 2) What message should be delivered;
  - 3) How should the message be visualized;
  - 4) What media should be used to deliver the messages; and
  - 5) How the effects of the message should be evaluated.

This course is designed to satisfy the following standards:

- To demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- To demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- To demonstrate an understanding of the diversity of groups in a global society in relationship to communications
- To understand concepts and apply theories in the use and presentation of images and information
- To think critically, creatively and independently
- To write correctly and clearly in forms and styles appropriate for the communications professionals, audiences and the purposes they serve
- To conduct research and evaluate information by methods appropriate for strategic communication
- To apply tools and technologies appropriate for strategic communication

## **COURSE MATERIALS**

Moriarty, Sandra, Nancy Mitchell, and William Wells (2012), *Advertising & IMC: Principle and Practice*, New Jersey: Prentice Hall, 9<sup>th</sup>, 10<sup>th</sup>, or 11<sup>th</sup> Edition (ISBN: 978-0-13-216364-4)

Additional readings or materials will be given to you throughout the semester from a variety of sources.

## **COURSE REQUIREMENTS\*\*\***

\*\*\*Please refer to the guideline of “Late Assignment” under the COURSE POLICIES below.

### **Plagiarism Training Certificate (Required):**

All COMM majors and students taking COMM classes are required to pass a brief online course that teaches them how to identify plagiarism. This course was put together by Indiana University, which has kindly allowed us to utilize it for our own

students. To pass the course, use the links provided below. **Obtain the certificate, then upload it to the certificate to Blackboard by the date indicated on the course schedule.** If you have already obtained this certificate, you don't need to take the Indiana University course again. Simply upload the certificate that you have already earned for all COMM courses. **Finally, if you do not turn in this certificate by the deadline indicated on the schedule, you will receive an "I" grade for this course.**

Watch the "How to Recognize Plagiarism" tutorials  
here: <https://www.indiana.edu/~academy/firstPrinciples/index.html>

and learn about registration / certification tests  
here: <https://www.indiana.edu/~academy/firstPrinciples/certificationTests/index.html>

### **Exams (100 points):**

There will be four required exams covering the readings, class discussions, one-page weekly notes, and other activities/materials during the class. They are noncumulative. Make-up exams will be given for three situations **ONLY**:

1. Personal or family health conditions, certified by a physician or counselor and approved by the instructor;
2. Personal or family legal conditions, warranting your attention during class time and certified by an attorney or judge and approved by the instructor; or
3. University business certified by a University official and approved by the instructor.

If you cannot take an exam at the scheduled time, arrangements should be made with the instructor at least **ONE WEEK before** the scheduled date. Failure to do so will result in **the reduction of 20% of the total score** for that particular exam.

Please do not ask for exceptions other than these. Keeping up with grades is your responsibility. Please check the instructor during office hours if you have a problem or need an exception.

### **Professional Interview Project (30 points):**

This is an individual assignment. Each student can select any person in the field of advertising or marketing whom s/he is interested in. Details about the professional interview project will be discussed during the class.

### **Team Project (60 points):**

Each student will participate in a final team project. Teams will be randomly assigned during the Week 2. Each team will select two advertisements, one you like and one you dislike, and analyze their marketing and advertising strategies. There will be final presentations at the end of the semester. Details about the final team project will be discussed during the class.

### One-Page Weekly Note (2 points x 15):

This is a team assignment (same team as for the final project). Each team will submit a full one-page team review note (1-inch margins, 12 point font size, and **single-spaced**) by midnight (CST) of each Sunday via Blackboard, except for Week 1. You will have an exemption of the note for Week 1, which means you will automatically earn 2pts for this assignment on Week 1. **Each team will be required to submit only one full one-page weekly note.** This note needs to include what the students in the team think is important among the class materials, readings and lectures of the week. You do not need to include all topics of the week. The notes will be a source of the exams. **If the note exceeds one page, the team will suffer a one-point reduction for that note.**

### Class Participation (30pts):

Throughout the semester we will have various class participations. These participations will include: attendance\*\*\*, student bio, pop quizzes, short presentations, discussion, and essays. These assignments are given in order to help facilitate student learning and to foster student-teacher interaction.

\*\*\*Please refer to the guideline of "Attendance" under the COURSE POLICIES below.

### Extra Credit (+ $\alpha$ ):

Opportunities may or may not be available during the semester and are at instructor's discretion. However, if your class participation points exceed 30 points, the extra points will be considered as extra credits.

## COURSE EVALUATION

Final grades will be based on the following factors:

Exam 1-4	100pts
Professional Interview Project	30pts
One-Page Weekly Note	30pts (2ptsx15)
Team Project	
Draft	10pts
Report	25pts
Presentation	15pts
Peer Evaluation	10pts
Class Participation	30pts
Extra Credit	+ $\alpha$
<b>Total</b>	<b>250pts</b>

The following scale will be used to determine the final grade:

225-250pts	A ( $\geq 90\%$ )
200-224pts	B (80%)
175-199pts	C (70%)
150-174pts	D (60%)
Fewer than 149pts	F (0-59.99)

- A: Achievement that is outstanding relative to the level necessary to meet course requirements.
- B: Achievement that is significantly above the level necessary to meet course requirements.
- C: Achievement that meets course requirements in every respect.
- D: Achievement that is worthy of credit even though it fails to meet fully the course requirements.
- F: Represents failure and signifies that the work was either completed but at a level of achievement that is not worthy of credit or was not completed.
- I (Incomplete): assigned at the discretion of the instructor. An incomplete grade will be considered only when documented, extraordinary circumstances beyond control, or ability to anticipate, prohibit timely completion of the course requirements. **Incomplete grades are rare.** Requires a written agreement between instructor and student.

## Grade Distribution

Grades will be given on an absolute scale. This means that your grades will be based only on your accomplishments and that you are not in competition with other students for grades in this course.

## Calculating the Final Grade

The maximum score you can earn from this course is 250 points. Additionally, extra credit opportunities will be provided over the course of the semester. Your final grade percentage will be calculated based on the following formula:

**(Points earned from course requirements + extra credit points) \* 100 / 250 points**

Suppose that at the end of the semester, you earn 200 points (out of 250 points) from course requirements and 5 extra credit points. Then your final percentage will be:  $(200 + 5) \times 100 / 250 = 82\%$

## COURSE POLICIES

### Late Assignment

After the deadline, **20%** of the assignment's grade will be deducted for each day the assignment is turned in late.

### Attendance

Attendance will be taken regularly at the start of class. Each attendance counts 0.5 point. Late arrival, which can be defined as arrival after checking attendance, counts 0.2 point. Two late arrivals equal one absence, deducting 0.5 point. The total attendance points will be 20.5 points (0.5 point x 41). If the instructor does not check attendance, all

students automatically attain 0.5 point for the attendance of that day. If you miss more than 25 minutes of class by arriving late or leaving early, you will be counted as absent from class that day. **There are no excused or unexcused absences. However, students will not be penalized for absence during the session due to unavoidable or legitimate circumstances, which must be documented. Such circumstances include verified illness, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, and religious observances. Such circumstances do not include voting in local, state, or national elections.**

**You have to take responsibility for your decisions, including missing points for class participation, lectures, or extra credit if you decide to be absent. You will be allowed 4 absences (10% of the total attendance) with point deductions (0.5 point for each absence). After any 4 absences, 5% of the total attendance points will be deducted for *each absence cumulatively* (i.e., 5th absence = 5%, 6th absence = 10% deduction, etc.).**

Notification of cancellation of class will be announced at least one class meeting prior to the cancellation or via UND email account. In case of inclement weather, I will do my best to send out an email as early as possible (most likely around 6am) if we are not meeting in person.

Students are not allowed to use cell phones in the classroom. **0.5 point will be deducted each time your cell phone rings.** Text-messaging, cross-word puzzles, Sudoku, newspapers and any other non-course related materials and activities are absolutely prohibited in class.

**\*\*\*If the instructor is late for class or his cell phone rings during the class, he will bring treats for all students at the next class.**

### **Team Project Policy**

All team members must participate in team projects in a meaningful manner in order to earn team project grades. If your team 1) does not receive any responses from your team member(s), 2) cannot communicate with them, or 3) has serious issues with their performance and contribution to the team, please let me know who those member(s) are. Based on each team's decision, each team can report if your team lost team member(s) or your team member(s) failed to contribute to the team. Then, I will notify it to the team member(s) who have not meaningfully participated in projects. Once I file the report, that team member(s) will have 25%, 50%, or 100% point deduction from your team's total grades based on the team's decision regarding the team member(s) contribution. For example, if your team earned 30 points for a team project, that team member(s) may earn 22.5 points (25% deduction from 30 points), 15 points (50% deduction from 30 points), or 0 point (100% deduction from 30 points). As you are seniors or juniors, I assume you know how to respect your team members and work together. However, I need to state this policy in order to be fair to students who work

harder. If you actively participate in your team projects, you don't need to be concerned about this policy at all.

## **Scholastic Dishonesty**

University of North Dakota takes a strong stance against Scholastic Dishonesty. Scholastic Dishonesty includes, but is not limited to, cheating on a test, plagiarism, collusion, fabrication, or facilitating any such act. **If you engage in scholastic dishonesty, disciplinary action at both the departmental and university level will be taken, which could result in failing the course and/or expulsion from the university.** Examples of scholastic dishonesty include:

(1) **Cheating** on a test includes, but is not restricted to: 1) Copying from another student's test; 2) Possessing or using material during a test not authorized by the person giving the test; 3) Collaborating with or seeking aid from another student during a test without authority; 4) Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an unadministered test; 5) Substituting for another student or permitting another student to substitute for oneself to take a test; and 6) Bribing another person to obtain an unadministered test or information about an unadministered test.

(2) **Plagiarism** means the appropriation, buying, receiving as a gift, or obtaining by any means another person's work and the unacknowledged submission or incorporation of it in one's own work. This includes appropriation of another person's work by the use of computers or any other electronic means.

(3) **Collusion** means the unauthorized collaboration with another person in preparing written work offered for credit.

(4) **Fabrication:** Unauthorized falsification or invention of any information or citation in an academic exercise.

(5) **Recycling Prior Work:** Submitting work previously submitted and evaluated for course credit in prior sections of this course or in other courses.

To be clear: going online and taking information without proper citations, copying parts of other student's work, creating information for the purposes of making your paper seem more official, or anything involving taking someone else's thoughts or ideas without proper attribution is **academic misconduct**. If you work together on an assignment when it is not allowed, it is **academic misconduct**. If you have a question about an assignment, please come see me to clarify. Any cases of academic misconduct will be reported for violating the academic honesty requirements in the student handbook. They will also result in failure for the course. Remember – ignorance is NOT a defense.

**The Department of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the Communication**

**Program endeavors to provide multicultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.**

All Students are subject to the University of North Dakota Code of Student Life (<http://und.edu/code-of-student-life/general-policies.cfm>), including, but not limited to, issues of Scholastic Dishonesty.

All Communication majors and pre-majors will be added to the Communication Department Listserv. The purpose of the listserv is to keep students informed of opportunities to enhance their educational experience at UND. Contact the Communication Department office ([und.comm@email.und.edu](mailto:und.comm@email.und.edu)) if you would like to be removed from the listserv or if you are not receiving messages and would like to be added. To keep informed, also refer to the Communication Department web page (<https://arts-sciences.und.edu/communication/>).

**Disabilities:** To get confidential guidance and support for disability accommodation requests, students are expected to register with DSS at <https://und.edu/disability-services/>, McCannel Hall 190, or 701.777.3425.

**Notice of Nondiscrimination:** It is the policy of the University of North Dakota that no person shall be discriminated against because of race, religion, age, color, gender, disability, national origin, creed, sexual orientation, gender identity, genetic information, marital status, veteran's status, or political belief or affiliation and the equal opportunity and access to facilities shall be available to all. Concerns regarding Title IX, Title VI, Title VII, ADA, and Section 504 may be addressed to Donna Smith, Director of Equal Employment Opportunity/Affirmative Action and Title IX Coordinator, Twamley Hall 401, 701.777.4171, [UND.eo.titleIX@und.edu](mailto:UND.eo.titleIX@und.edu) or the Office for Civil Rights, U.S. Dept. of Education, 500 West Madison, Suite 1475, Chicago, IL 60611 or any other federal agency.

**Reporting Sexual Violence:** If you or a friend has experienced sexual violence, such as sexual assault, domestic violence, dating violence or stalking, or sex-based harassment, please contact UND's Title IX Coordinator, Donna Smith, for assistance: 701.777.4171; [donna.smith@UND.edu](mailto:donna.smith@UND.edu); or go to <http://und.edu/affirmative-action/title-ix/>.

**Faculty Reporting Obligations Regarding Sexual Violence:** It is important for students to understand that faculty are required to share with UND's Title IX Coordinator any incidents of sexual violence they become aware of, even if those incidents occurred in the past or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow UND to provide resources to help the student continue to be successful at UND. If you have been the victim of sexual violence, you can find information about confidential support services at <http://und.edu/affirmative-action/title-ix/>.



**UND Cares Program:** The UND Cares program (<http://und.edu/und-cares/>) seeks to educate faculty, staff and students on how to recognize warning signs that indicate a student is in distress.

**How to Seek Help When in Distress:** We know that while college is a wonderful time for most students, some students may struggle. You may experience students in distress on campus, in your classroom, in your home, and within residence halls. Distressed students may initially seek assistance from faculty, staff members, their parents, and other students. In addition to the support we can provide to each other, there are also professional support services available to students on campus through the Dean of Students and University Counseling Center. Both staffs are available to consult with you about getting help or providing a friend with the help that he or she may need. For more additional information, please go to <http://und.edu/und-cares/>.

**TENTATIVE COURSE SCHEDULE\***

Week	Date	Topics	Readings/Assignments
Week 1	1/9 (W)	Course Introduction	
	1/11 (F)	Introduction to Strategic Communication	
Week 2	1/14 (M)	Introduction to Advertising	•Read Ch.1.
	1/16 (W)	Introduction to Advertising (continued)	
	1/18 (F)	Advertising's Role in Marketing  In-Class Work: Meet your teammates!	•Read Ch.2. •Submit Student Bio on <b>Blackboard</b> . •Submit 1) Team Fact Sheet and 2) signed Team Contract by 11:59PM via <b>email</b> .
Week 3	1/21 (M)	<b>Martin Luther King Jr. Day (No Class)</b>	
	1/23 (W)	Advertising's Role in Marketing (continued)	
	1/25 (F)	Advertising's Role in Marketing (continued)	•Submit Plagiarism Certificate on Blackboard
Week 4	1/28 (M)	<b>No Class</b>	
	1/30 (W)	How Strategic Communication Works	•Read Ch.4.
	2/1 (F)	<b>Exam 1</b>  How Strategic Communication Works (continued)	
Week 5	2/4 (M)	How Strategic Communication Works (continued)	
	2/6 (W)	Guest Lecture	
	2/8 (F)	Understanding the Consumer Audience: Segmenting and Targeting the Audience	•Read Ch.5.
Week 6	2/11 (M)	Understanding the Consumer Audience: Segmenting and Targeting the Audience (continued)	
	2/13 (W)	Understanding the Consumer Audience: Segmenting and Targeting the Audience (continued)	
	2/15 (F)	Strategic Research	•Read Ch.6.
Week 7	2/18 (M)	<b>Presidents' Day (No Class)</b>	
	2/20 (W)	Strategic Research (continued)	
	2/22 (F)	Strategic planning	•Read Ch.7.
Week 8	2/25 (M)	Strategic planning (continued)	
	2/27 (W)	Strategic planning (continued)	
	3/1 (F)	<b>Exam 2</b>	
Week 9	3/4 (M)	Creative and Message Strategy	•Read Ch.8.
	3/6 (W)	Creative and Message Strategy (continued)	

	3/8 (F)	Promotional Writing	•Read Ch.9.
Week 10	3/11-3/15	<b>Spring Break</b>	
Week 11	3/18 (M)	Guest Lecture	
	3/20 (W)	Promotional Writing (continued)	
	3/22 (F)	Visual Communication: Design and Promotion	•Read Ch.10.
Week 12	3/25 (M)	<b>Exam 3</b> In-Class Workday (Bring your laptop)	
	3/27 (W)	Visual Communication: Design and Promotion (continued)	•Submit Professional Interview Project (Both electronic & hard copy).
	3/29 (F)	Out-of-Class Workday: Team Meeting (Dr. Lee at the American Academy of Advertising Conference)	•Submit Team Attendance by midnight via email.
Week 13	4/1 (M)	Traditional Media	•Read Ch.12.
	4/3 (W)	Traditional Media (continued)	
	4/5 (F)	Internet and non-traditional Media: Digital Media	•Read Ch.13. •Submit Draft by midnight on Blackboard.
Week 14	4/8 (M)	Internet and non-traditional Media: Digital Media (continued)	
	4/10 (W)	Public Relations	•Read Ch.15.
	4/12 (F)	Out-of-Class Team Meeting (Tentative)	•Submit Team Attendance by midnight via email.
Week 15	4/15 (M)	Public Relations (continued)	
	4/17 (W)	Sales Promotion, Events, and Sponsorships	•Read Ch.17.
	4/19 (F)	<b>Holiday (No Class)</b>	
Week 16	4/22 (M)	<b>Holiday (No Class)</b>	
	4/24 (W)	Sales Promotion, Events, and Sponsorships (continued)	
	4/26 (F)	Presentation I	•Submit Final Team Project (Both electronic & hard copy).
Week 17	4/29 (M)	Presentation II	
	5/1 (W)	Presentation III	•Submit Peer Evaluation on Blackboard.
Week 18	5/8 (W)	<b>Exam 4</b>	<b>1:00PM (Columbia Hall 1360)</b>

\*Course schedule is subject to change. All changes will be announced in class.