

Abilene Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond in Writing

Course Number JMC 349 or Degree Plan(s) _____

State the requested change and reason. A memo may be attached if more space is necessary.

Indicate the requested change.

	Change to a Course	Dept./School ¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	President
1.	Title (description unchanged)	A	A	A	I	–	I	I	I
2.	Description (not affecting content)	A	A	A	I	–	I	I	I
3.	Course term(s)	A	I	A	I	–	I	I	I
4.	Content (change of course outcomes)	A	A	A	I	–	I	A	I
5.	Number of hours (lecture, lab, contact)	A	A	A	A	–	A	A	I
6.	Course number within the hundred	A	A	I	I	–	I	I	I
7.	Course number beyond the hundred	A	A	A	A	–	A	A	I
8.	Prerequisites	A	A	A	I	–	I	I	I
9.	Course fee(s)	A	–	A	–	–	–	A	I
10.	From U to G <i>or</i> G to U	A	A	A	A	–	A	A	I
11.	Cross-list course	A	A	A	A	–	A	A	I
12.	Department of record	A	A	A	A	–	A	A	I
13.	Close a course	A	A	A	A	–	A	A	I
14.	New course (includes combining or splitting courses)	A	A	A	A	–	A	A	I

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	Change to the University Requirements (All Campuses)	Dept./School¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	Faculty	President	Trustees
1.	University Requirements — Change course outcomes of an included course ²	A	A	A	–	A	–	A	–	A	–
2.	University Requirements — Add or drop a required course from the University Requirements ²	A	A	A	–	A	–	A	A	A	–
3.	University Requirements — Add or drop a course from a menu within the University Requirements ²	A	–	–	–	A	–	A	–	A	–
4.	University Requirements — Change hours within a menu in the University Requirements ²	A	A	A	–	A	–	A	A	A	–
	Change to Catalog Information (for Campus)										
1.	General Requirements for Bachelor's Degrees and Associate's Degrees	–	–	–	–	–	A	A	A	A	–
2.	Policies governing academic probation and suspension	–	–	–	–	–	A	A	A	A	–
3.	Requirements for graduating with honors	–	–	–	–	–	A	A	A	A	–
	Change to a Degree Plan Proposed by Faculty or College										
5.	Educational Program — Revise ³	A	A	A	A	–	A	A	–	A	–
6.	Educational Program — Adopt/change admission requirements	A	A	A	A	–	A	A	–	A	–
7.	Educational Program — Add ³	A	A	A	A	–	A	A	A	A	I
8.	Educational Program — Discontinue	A	A	A	A	–	A	A	A	A	I
9.	GPA — Revise program-required GPAs	A	A	A	A	–	A	A	–	A	–
10.	Minor — Revise	A	A	A	I	–	I	I	–	I	–
11.	Minor — Add	A	A	A	A	–	A	A	–	A	–
12.	Minor — Discontinue	A	A	A	A	–	A	A	–	A	–
13.	Degree — Add	A	A	A	A	–	A	A	A	A	I
14.	Degree — Discontinue	A	A	A	A	–	A	A	A	A	I
	Change to a Degree Plan Proposed By Provost										
15.	Educational Program — Discontinue	R	–	R	A	–	A	A	A	A	I
16.	Minor — Discontinue	R	–	R	A	–	A	A	–	A	–
17.	Degree — Discontinue	R	–	R	A	–	A	A	A	A	I

¹ When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

² Courses that satisfy ACU's University Requirements will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

³ For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible.

Department/School Chair(s)	
 _____ <i>Signature</i>	Oct. 24, 2022 _____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

College Academic Council(s)	
 _____ <i>Signature</i>	Nov 4, 2022 _____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Dean(s)	
 _____ <i>Signature</i>	Nov 8, 2022 _____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Teacher Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

University General Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Abilene Undergraduate Academic Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Graduate Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Provost	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Faculty	
_____ <i>Chair of Faculty Senate</i>	_____ <i>Approval date</i>

President	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Application for a New Course v10.7

Discard instructional pages A-C before submitting application

Course ID (<i>Subject and Number</i>)	JMC 349
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I. Systems and Catalog Information Complete each item.

1	Course Developer	Karley Adrion
2	Course Instructor	Karley Adrion
3	Course Title	Principles of Strategic Communication
4	Course Abbreviation for Banner if title is more than 30 characters	Prin. of Strat. Comm.
5	College	Arts and Sciences
6	Department or School	Journalism and Mass Communication
7	Number of Credit Hours	3
8a.	Number of contact hours – lecture	3
8b.	Number of contact hours – lab/activity	0
9	Is the course for a fixed or variable number of credit hours?	Fixed
10	Explanation for variable credit	N/A
11	Is the course repeatable for additional credit?	No
12	Maximum total number of credit hours a student can earn for this course	3
13	What type of course is this? (Select one option. Please see Schedule Type definitions on Page C.)	☒ Traditional lecture ☐ Traditional lab ☐ Traditional lecture/lab ☐ Experiential Learning ☐ Seminar ☐ Studio ☐ Thesis ☐ Dissertation
14	Number of faculty workload hours	3

15	Grade Mode	☒ Standard __Credit/No Credit (undergrad only)
16	Maximum Enrollment	25
17	Catalog Description (50 words or less)	Comprehensive introduction to the principles and practices of strategic communication, with an emphasis on the strategic process: research, creative and media strategy, production of traditional and new media messages, and evaluation of strategic communication effectiveness.
18	List any prerequisites (course/s, test scores, class standing, major, etc.)	JMC 224
19	List any corequisites (these <i>must</i> be taken at the same time; note that a single requirement cannot be both a prerequisite <i>and</i> a corequisite)	None
20	If the course is cross-listed, specify the Course ID(s)	None
21	Does this course require any additional student course fees?	☒ No __Yes If yes, attach a completed "Request to Add or Change Course Fees" form. Describe in section IV-8.
22a	Will the course be offered in fall terms?	☒ No __Yes If yes: all, even, or odd years?
22b	Will the course be offered in spring terms?	__No ☒ Yes If yes: all, even, or odd years? All
22c	Will the course be offered in summer terms?	☒ No __Yes If yes: all, even, or odd years?
23	First semester this course will be offered under new Course ID. <i>May not be earlier than the coming fall semester.</i>	Spring 2024
24	Is this course required for a degree/s?	__No ☒ Yes If yes, attach a revised degree plan(s) reflecting the placement of the new course.

25	Should the addition of this course be retroactively applied to the degree plan it supports? <i>This is rare, and rationale should explain compelling extenuating circumstances.</i>	☒ No ☐ Yes If yes, provide rationale:
26	Has this course been offered as a Special Topics course? <i>New courses are not required to be taught as Special Topics courses prior to approval.</i>	☒ No ☐ Yes If yes, provide course ID, term, and enrollment:
27	List any courses in which the content overlaps the proposed course. (Course ID and Name) <i>Attach a statement from the instructor/dept chair of the existing course justifying the new offering in Section IV-D.</i>	None

II. Curriculum

- A. Explain effect on degree plans. If the addition of the course alters degree requirements, submit a separate Approval Chart for Curriculum Change to update the degree plan.

The course will replace JMC 347 Principles of Public Relations and JMC 348 Principles of Advertising and will emphasize shared practices of research, creative and media strategy, production of traditional and new media messages, and evaluation of strategic communication effectiveness.

- B. Justify the addition of this course to the current curriculum, explaining the gap it meets.

The course is the necessary foundational course for students in the Advertising and Public Relations major and students in the Graphic Design Advertising major.

III. Course Design

- A. Audience and Course Goal

1. Describe the intended audience, including prerequisite skills.

Advertising/Public Relations majors in the Department of Journalism and Mass Communication, Graphic Design/Advertising majors in the Department of Art and Design, and/or students in a related degree plan who:

- are seeking a career in advertising, public relations, corporate communications, graphic design, and related promotional and strategic communication endeavors
- plan to enter any area of marketing or sales, or who may be making marketing communications decisions (even directors of not-for-profit organizations become involved in advertising and public relations decisions)

- those majoring in journalism or other mass communication fields who will benefit from an understanding of strategic communication and whose future careers may include the practice of advertising or public relations at some point

2. State the overarching course goal(s) in performance terms.

Principles of Strategic Communication is designed to provide students with a broad understanding of the fundamental practice of strategic communication and its major modes (advertising, public relations, sales promotion, direct marketing, personal selling). The course affords students an opportunity to critically examine strategic communication as:

- 1) an art form and a science
- 2) a powerful economic and social institution
- 3) an evolving tool of business, media and other organizations
- 4) a method of influencing consumers' attitudes, buying decisions and behaviors

A firm grounding in the basic principles and practice of strategic communication will prepare students for the applied curriculum in upper level Ad/PR and marketing courses. An emphasis will be placed on the strategic process of strategic communication.

B. Student Learning Outcomes and Measurements

	Student Learning Outcome	Measurement
1	Demonstrate an understanding of: • the historical development and context of today's strategic communications industries, • the role of advertising and public relations and other modes of strategic communication in an integrated marketing communication plan, • the variety of strategic communication tools used by advertisers, • traditional and new media and their role in strategic communication, and • the process of researching, planning, developing, and implementing an integrated marketing communication plan	Exam Questions Exercises Discussion Quizzes
2	Apply critical thinking skills to: • analyze an organization's needs and then develop creative strategic communications	Exercises Campaign Project "What's New" Assignment Agency and Brand Log

	solutions to solve the problems, - critique strategic communication plans including the creative and media placement in local and national systems, - appraise strategic communication efforts from both the message strategy and message delivery standpoints - identify domestic diversity initiatives and issues within a brand's target audiences, including racially and ethnically diverse audience segments	
3	Gain an awareness of current trends and key challenges in strategic communication, including but not limited to how technology is driving changes in the traditional practice of advertising and public relations	"What's New" Assignment Topic Research & Presentation
4	Gain practical knowledge and practice in developing parts of a campaign plan	Exercises Weekly Readings Campaign Project
5		

3. Text and Resources

Give the full publication information of the textbook/s and other required resources and outside readings. For **combined undergraduate/graduate** courses, make two lists:

- A. full publication information; label **Undergraduate**.
- B. full publication information; label **Graduate**.

Required Textbook

Principles of Integrated Strategic Communication, 2021. Larry Kelley, et al.

Additional Reading and Resources

Students are encouraged to develop their awareness of the trends and issues concerning strategic communication by regular reading of industry publications. Subscribing to AAF SmartBrief is an effective means of accessing the top advertising stories each day. If you're interested in public relations, consider subscribing or reading PR Week or PRSA Strategies and Tactics.

Copies of AdAge and other industry publications are available in the JMC lounge and reading room.

IV. Supporting Documentation

Required of all applications	
1	Approval Chart for Curriculum Changes
2	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.
3	Instructional Design — The syllabus must be reviewed by the Adams Center. Attach a copy of the Adams Center letter.
4	Library — Submit new course application and syllabus to the Library dean's office. Attach the Library's memo.
Attach if applicable	
5	Content Overlap — Include one document for each course you listed in Section I-27. Attach statement from instructor/dept chair of existing course justifying the new offering.
6	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location/s.
7	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.
8	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.
9	Justification — Attach any documents to which you refer in Section II-B.

JMC 349 Syllabus

Course number and title: JMC 349 Principles of Strategic Communication

Credit hours: 3-0-3

Semester and year: Spring 2024

Offering: Spring

Meeting time and place: Don Morris 320 (see [campus map](#))

Prerequisites: JMC 224 Media Writing

INSTRUCTOR

Karley Adrion, Assistant Professor

Contact Information

karley.adrion@acu.edu

(325) 674-2026

Office Hours

Don Morris 308

Tuesday and Thursday,

3 - 4:30 p.m

CATALOG DESCRIPTION

Comprehensive introduction to the principles and practices of strategic communication, with an emphasis on the strategic process: research, creative and media strategy, production of traditional and new media messages, and evaluation of strategic communication effectiveness.

INTENDED AUDIENCE

Advertising/Public Relations majors in the Department of Journalism and Mass Communication, Graphic Design/Advertising majors in the Department of Art and Design, and/or students in a related degree plan who:

- are seeking a career in advertising, public relations, corporate communications, graphic design, and related promotional and strategic communication endeavors
- plan to enter any area of marketing or sales, or who may be making marketing communications decisions (even directors of not-for-profit organizations become involved in advertising and public relations decisions)
- those majoring in journalism or other mass communication fields who will benefit from an understanding of strategic communication and whose future careers may include the practice of advertising or public relations at some point

INSTRUCTIONAL MATERIALS

Required Textbook

Principles of Integrated Strategic Communication, 2021. Larry Kelley, et al.

Additional Reading and Resources

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COURSE GOAL

Principles of Strategic Communication is designed to provide students with a broad understanding of the fundamental practice of strategic communication and its major modes (advertising, public relations, sales promotion, direct marketing, personal selling). The course affords students an opportunity to critically examine strategic communication as:

- 1) an art form and a science
- 2) a powerful economic and social institution
- 3) an evolving tool of business, media and other organizations
- 4) a method of influencing consumers' attitudes, buying decisions and behaviors

A firm grounding in the basic principles and practice of strategic communication will prepare you for the applied curriculum in upper level Ad/PR and marketing courses. An emphasis will be placed on the strategic process of strategic communication.

LEARNING OUTCOMES

By the end of this course, students will be able to:

OUTCOME	MEASUREMENT INSTRUMENTS
Demonstrate an understanding of: - the historical development and context of today's strategic communications industries, - the role of advertising and public relations and other modes of strategic communication in an integrated marketing communication plan, - the variety of strategic communication tools used by advertisers, - traditional and new media and their role in strategic communication, and - the process of researching, planning, developing, and implementing an integrated marketing communication plan	Exam Questions Exercises Discussion Quizzes
Apply critical thinking skills to: - analyze an organization's needs and then develop creative strategic communications solutions to solve the problems, - critique strategic communication plans including the creative and media placement in local and national systems, - appraise strategic communication efforts from both the message strategy and message delivery standpoints - identify domestic diversity initiatives and issues within a brand's target audiences, including racially and ethnically diverse audience segments	Exercises Campaign Project "What's New" Assignment Agency and Brand Log
Gain an awareness of current trends and key challenges in strategic communication, including but not limited to how technology is driving changes in the traditional practice of advertising and public relations	"What's New" Assignment Topic Research & Presentation

Gain practical knowledge and practice in developing parts of a campaign plan	Exercises Weekly Readings Campaign Project
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COURSE FORMAT

Class sessions will include a combination of lecture, discussion, and in-class exercises. The class works best when all students have completed readings prior to class, regularly participate in discussion, actively participate during in-class exercises, and put effort into assignments outside of class. Being absent on days when exercises are performed and graded will result in a zero for that item.

Throughout the course, students will be assigned various reading assignments, discussion posts, exercises, projects, quizzes, and one major exam. Several assignments require students to present their work to the class. Students must be able to clearly and persuasively present their ideas, strategies, and executions. In particular, a campaign project will be critiqued by both the professor and class members. Students should be prepared to defend their work. This process will improve student's critical thinking and creative skills as well as provide an understanding of ineffective versus effective communication and practical experience in presenting strategic plans and creative concepts.

COURSE CONTENT

The content of this course includes individual and group assignments, discussions, quizzes, exercises, and one comprehensive exam.

Participation: Discussion & Exercises (10%)

- Students will participate in a variety of in-class discussions and out-of-class discussion posts related to the weekly readings and lecture topics.
- Several in-class exercises will occur over the course of the semester to give students practical application of concepts learned through readings, lecture, and in-class discussions.

Quizzes (10%)

- Open-book quizzes will be given for weekly readings from the course textbook via Canvas or an online textbook tool.

Assignment 1: Research Topic Presentation (12%)

- In small groups, research and present on an assigned topic, related to trends and challenges in the strategic communication industries. Each group's goal is to educate the rest of the class on the assigned subject matter.

Assignment 2: Agency and Brand Log (10%)

- Throughout the semester, develop and maintain a digital log of a selected brand and advertising or public relations agency, corporate communications firm, or other related strategic communication organization. The log must include a profile of the selected organization, examples of a variety of strategic communication approaches, and strategies from the organization and the brand. A presentation of the log will be given by each student in class at the end of the semester.

Assignment 3: What's New in Strategic Communication (8%)

- Find and present examples of recent strategic communication efforts, identifying the objectives and strategies and evaluating the success, on an assigned date during the semester.

Integrated Marketing Communications Campaign (30%)

- Working in groups, evaluate the problems of an assigned client and develop strategic communications solutions to address their needs. A 15-minute presentation of the campaign plan will be given by each group in class.

Final Exam (20%)

- A comprehensive examination will be given at the end of the semester, covering assigned readings, lectures, class discussions and student presentations. Normally, make-up examinations will not be allowed. However, if a student is ill or out of town representing the university, they will be allowed to take a make-up exam if the instructor is notified in advance of the scheduled exam date and approval is given.

Extra credit opportunities: Additional assignments may be made available throughout the semester for extra credit.

ASSESSMENT & GRADING

Your grade is based on the following:

ASSESSMENT ACTIVITY	POINTS POSSIBLE	WEIGHT
Participation	100	10%
Quizzes	100	10%
Assignments*	300	30%
Campaign Project	300	30%
Final Exam	200	20%
TOTAL	1000	100%

Grading scale as follows:

FINAL LETTER GRADE	RANGE OF POINTS
A	92% - 100%
B	83%- 91%
C	74%-82%
D	65%-73%
F	Below 65%

*Rubrics will be provided in Canvas for each project.

MISSION STATEMENTS

ACU Mission

The mission of Abilene Christian University is to educate students for Christian service and leadership throughout the world.

College Mission

The mission of the College of Arts & Sciences is to educate students for worldwide Christian service and leadership through programs of study and other learning experiences that blend a liberal arts education with professional and career education.

Department Mission

Our mission is to engage students in critical and creative thinking in the classroom, in the laboratory and through mentoring relationships, leading them to become exceptional, ethical and agile

communicators in a rapidly changing media environment, embracing technology, valuing diversity and embodying Christ-centered service.

Unique Christian Perspective

The ACU mission has special significance in all areas of mass media. The role of the Christian mass media practitioner will be discussed and evaluated throughout the semester. Every student has a responsibility to himself or herself and to God to use his or her talents and to reflect high moral standards before the public.

Christians can exert a positive and powerful influence for good in our culture, and that is nowhere more true than in the field of strategic communication, specifically advertising and public relations. This course is based on the premise that great advertising and public relations can and should be based on sound legal, ethical, and moral standards – traits that are compatible with the Christian life. Basic principles of honesty, decency and integrity can be applied to all advertising and public relations activities found in all settings. Students will be challenged to reflect on how their Christian faith will impact their professional lives as communicators and marketers because their faith will be challenged within the advertising and public relations world. The basic principles of truth, full disclosure and integrity, which are practiced by the majority of strategic communications professionals, will be stressed throughout this course. Practicing truth, full disclosure and integrity, at all times and in all situations, requires moral courage. Remember that Jesus encouraged us to “...not be afraid” as He is our source of courage (Matt. 14:27). Further, one of Jesus’ challenges to us is to practice fundamental truth telling; “Simply let your ‘Yes’ be ‘Yes,’ and your ‘No,’ ‘No’...” (Matt. 5:37).

UNIVERSITY POLICIES

ADA Compliance Policy

Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please email alpha@acu.edu call their office directly at 325-674-2667.

Academic Integrity Policy

Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failure to give credit to sources used in a work in an attempt to present the work as one’s own, 2) Submission of papers or projects obtained from another source (e.g., research service or club paper file) as one’s own, and 3) Falsifying information orally or in writing. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of your school, and the Dean of Student Life will be notified. See the full university policy, including how to appeal a decision, by following [this link](#).

Anti-Harassment Policy

As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the [ACU Counseling Center](#). All of your options are available for review by clicking on the link to ACU's [policy](#).

COURSE POLICIES

Attendance Policy

The JMC faculty values attendance at every class session. We believe students with superior attendance perform better than students with average or poor attendance. The teacher may require a student to produce documentation of absence causes. Penalties will be imposed for excessive absences unless they are caused by:

- Serious illness of the student.
- Death or critical illness in the immediate family.
- Approved university off-campus activities.
- Other absolutely unavoidable occurrences.

Absences

Students whose absences do not meet above criteria may be penalized:

- 5 MWF absences = minus one letter grade
- 4 MW or TR absences = minus one letter grade
- 2 one-day-a-week classes = minus one letter grade

Withdrawals Tied to Absence

When a student's absences reach these levels, including university approved absences, the student will be withdrawn from the class:

- 9 MWF classes,
- or 6 MW or TR classes,
- or 3 one-day-a-week classes, the student will be dropped from the class regardless of the reasons for the absences. The grade will be WP if the absences fit the criteria described under "Value of Attendance." Otherwise the grade will be WF.

Late Work

Assignments will be due at the first of the specified class period. Submissions that arrive after the deadline will receive a reduction of one letter grade each day they are late. Submissions received five or more days late will receive a zero.

Technology Use in Class

Given the advanced sophistication of the programming on the majority of apps and websites, research has proven that we are biologically incapable of controlling our urge to look at what pops

up on our screens. Research has also repeatedly and clearly proven that multi-tasking results in a decreased ability to process information and perform most tasks.

Therefore, use of laptops or mobile devices is not permitted, until you are required to use the devices for in-class work on assignments. They may not be used for taking notes. Laptops must remain closed and mobile devices stored in bags, pockets, shoes or wherever your devices are stored when they are not in use. Your hand does not qualify as a storage receptacle.

Spelling and Grammar Errors

Spelling, grammar and punctuation errors significantly detract from the effectiveness of any advertising. Therefore, such errors will significantly affect your grade. Every spelling, grammar and punctuation error will count against your final grade. Students are encouraged to proofread any written or presented work carefully before you submit it.

All written documents prepared for this class must be produced using a computer and presented in a professional manner. Handwritten assignments are not accepted.

COURSE SCHEDULE

The instructor reserves the right to modify the calendar as needed to accommodate unexpected changes throughout the semester. Any changes to the calendar will be announced in class.

WEEK	TOPICS	ASSIGNMENTS
WEEK 1	Course Overview Introduction to Strategic Communication	Read Chp. 1
WEEK 2	Industry Roles and Environment Strategic Communication's Role in Society	Read Chp. 2 Chp. 1 Quiz
WEEK 3	Social, Legal and Ethical Aspects, Economic Impact	Read Chp. 3 Chp. 2 Quiz
WEEK 4	Segmentation, Targeting and the Marketing Mix Introduce Campaign Project	Read Chp. 4 Chp. 3 Quiz "What's New" Assignment
WEEK 5	Consumer Behavior Introduce Topic Reports	Read Chp. 5 Chp. 4 Quiz "What's New" Assignment
WEEK 6	Strategic Communications Planning and Research	Read Chp. 6 Chp. 5 Quiz "What's New" Assignment
WEEK 7	Advertising, PR, and ISC Planning Getting to the Insight: Campaign Group Meeting with Instructors	Read Chp. 7 Chp. 6 Quiz Research Topic Presentations
WEEK 8	Message and Media Strategy	Read Chp. 8 Chp. 7 Quiz

		Research Topic Presentations
WEEK 9	Content Creation and Campaign Execution Creating & Distributing Press Releases	Read Chp. 9 Chp. 8 Quiz Research Topic Presentations
WEEK 10	SPRING BREAK	
WEEK 11	Media Planning & Buying	Read Chp. 14 Chp. 9 Quiz
WEEK 12	Traditional Media (Print, OOH, TV, Radio)	Read Chp. 11 Chp. 14 Quiz
WEEK 13	Digital Interactive Media Exam Review	Read Chp. 12 Chp. 11 Quiz
WEEK 14	Earned vs Paid Media Direct Marketing, Personal Selling, Public Relationships, etc.	Final Exam Chp. 12 Quiz
WEEK 15	Strategic Risk and Crisis Communication Campaign Group Meetings with Instructor	Agency & Brand Log Presentations
WEEK 16	Final Campaign Presentations & Workshopping	Campaign Project Due
WEEK 17	Finals Week Final Campaign Presentations & Workshopping	

ABILENE CHRISTIAN UNIVERSITY

LIBRARY

MEMORANDUM

DATE: October 20, 2022
TO: Dr. Ken Pybus
FROM: Mark McCallon, Associate Dean for Library Services
RE: Course Application for JMC 349 – Principles of Strategic Communication

After reviewing the course syllabus, the library can support the proposed course. Please contact Susannah Barrington, Librarian Liaison, if additional library resources are needed to support the course. Thank you for the opportunity to evaluate the syllabus.

10-24-22

Kenneth R. Pybus, J.D., Ph.D.
ACU Professor and Chair, Department of Journalism and Mass Communication
ACU Box 27892
Abilene, TX 79699
(325) 674-2553

Re: JMC 349: Principles of Strategic Communication

Dear Dr. Pybus,

Thank you for the submission of (JMC 349: Principles of Strategic Communication). I reviewed the syllabus based on the [ACU Syllabus Guidelines](#). All aspects of the checklist have been met in your syllabus.

This letter is not meant to be a final approval in the course application process. Instead, it is intended as a reference which will be read by members of the council, who may also have questions or comments of their own.

We would like to thank you for allowing the Adams Center team to review your course application. The instructional design team would love to work with you on your syllabus, as well as the design, development or revision of this and other courses. If there is anything else we can do to help you, please feel free to let me know.

On behalf of the Adams Center for Teaching & Learning,

A handwritten signature in black ink, appearing to be "S. Hamm", followed by a long horizontal line extending to the right.

Dr. Scott E. Hamm,
Assistant Director