

**Integrated Communication**  
**JOUR7375-M50**  
Summer 2013  
Online, 5:30-8:30PM W CT

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### **COURSE SPECIFIC REQUIREMENTS**

**CATALOGUE/COURSE DESCRIPTION:**

Integration of advertising, direct mail, public relations, and other strategic communication tools to produce a singular message that reaches every target audience segment; emphasis on application of theories to a particular case study.

**PREREQUISITE:**

None

**TEXTBOOKS:**

*The IMC Handbook: Readings & Cases in Integrated Marketing Communications*, [second edition] edited by J. Steven Kelly and Susan K. Jones (Racom: 2011) ISBN: 9781933199344

**PURPOSE:**

The purpose of this course is to introduce the concept of the singular message—the integrating advertising, direct mail, public relations and other strategic communication tools. The course focuses on customer-based communication objectives and strategies to explain the lifestyles, attitudes and motivations of distinct groups and to predict their likely behavior. The course also explains how to build a synchronized, multi-channel communications strategy that reaches every target audience segment with a single, unified message. The second purpose of the course will be to apply the knowledge gain to a case.

**CLASSROOM FORMAT:**

The course will be conducted in seminar fashion.

**GRADING:**

IC plan	450 points
Class discussions	200 points
Final Exam	300 points
Total possible	950 points

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

Please be aware that pluses and minuses are given.

**TIMETABLE:**

June 12	Intro to client
	Readings 1, 2
June 19	Readings 3, 4, 5
June 26	Readings 6, 7
	Draft due
July 3	Readings 8, 11
	Draft of due
July 10	Readings 12, 13
	Draft due
July 17	Readings 14, 15
July 24	Work on presentation
	Final edit of report
July 31	Final Exam due
	Report due
	Presentation to client

## **ASSESSMENT**

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR7375:**

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- apply tools and technologies appropriate for the communications professions in which they work.

### **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR7375**

- Students will be expected to show competence to think critically, creatively and independently in their writing assignments and final presentations
- Students will be expected to show competence to demonstrate an understanding of professional ethical principles in their writing assignments and final presentations
- Students will be expected to apply tools and technologies

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

### **DEPARTMENT POLICIES**

#### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

#### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university. "Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

#### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a

teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.