

Global Strategic Communication

JRSM 7416.S01/001

Fall 2022

W 5:30 – 8:30 p.m. via Zoom

Prof. Kim Marks Malone, APR, Fellow PRSA

Office: 334A Meeman Journalism Building

Office Hours: Monday, 10 a.m. – 1 p.m.; Wednesday, 11 a.m. – 2 p.m.; other hours by appointment

Email: ksmarks@memphis.edu

Twitter: @ksmarks

Catalog Description

This class looks at a wide variety of concepts from other courses, including writing, social media usage, research, management, and audience analysis, to understand them in a global context. There is also a critical discussion of strategic communication work, encouraging students to think about a broader variety of responses and reactions. This includes both how to develop an integrated, holistic global communication program, and how to manage such a program.

Prerequisites

Graduate status

Textbooks, Software and Required Materials

Course readings will be provided via Canvas.

Synchronous Class Format (S01)

- Zoom is a web-based video conferencing platform. The link for the Zoom meeting is posted in Canvas.
- This is a graduate seminar with lecture and class discussions. Each week, we will discuss a new topic and I and/or designated classmates will be responsible for presenting the class with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. Please note that failure to attend class or to actively take part – even if all your assignments are turned in on time and done acceptably – will significantly affect your final grade. Be sure you have read the material BEFORE class and come prepared to discuss it.
- You need to have video turned on during class. Let me know if this is going to be an issue for you.
- You must have Microsoft Word software. I must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work.

Accessing the course website

1. Go to the University of Memphis Canvas login page:
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.

3. On the Dashboard, click on the course card for JRSM 7416.S01/001.

GRADING AND COURSE ASSIGNMENTS

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on Canvas. Deadlines will be listed on each assignment.

Weekly discussion posts. You will be asked to respond to the readings in the form of a 250-300-word discussion post each week. The idea is not to regurgitate the readings but to analyze them by providing insights and comments that demonstrate knowledge and deep thinking about theories, methods, and concepts found in the week's readings. You may make connections to readings from other weeks, connections to something you have read about or learned in popular media and more. The purpose is to interact with the material in such a way as to be prepared to discuss it in class, and to write out your thoughts on the ideas presented.

You will be given a prompt each week to help guide the direction of your writing. Be sure to have your discussion post at hand during class to help remember your ideas and connections during the class discussion.

Discussion posts will be graded on (1) content – post addresses all questions asked and is appropriate in length to stimulate further discussion (250-300 words), clearly relates to the main topic and includes several supporting details and/or examples; (2) contribution – post is thoughtful, analytical and original; (3) connection – you make connections between course content, readings, and personal reflection, current events, etc.; (4) mechanics – post is well-structured, logical, free of grammatical and spelling errors.

Discussion posts must be posted on the discussion board NLT 11:59 p.m. on **Tuesday** for the week that they are assigned.

Assignments. Assignments that we do to reinforce concepts covered in readings and class discussions.

Research colloquium. You are responsible for attending (in-person or online) one departmental research colloquium this semester. Afterwards, you will be required to write a 2 – 3-page paper describing what you learned during the research colloquium and its relevance to material discussed in this class. Participation and paper are due by Nov. 30.

Practitioner interview. You will conduct an interview with an established PR practitioner who does global/international public relations. This can be a PR person at an international corporation, an agency that handles international/global clients/accounts or who has had a role in planning and executing an international PR campaign or someone who practices PR in another country with a global perspective. You may conduct the interview face-to-face (where practical/possible) via Zoom or via phone. You may not conduct the interview via email. A text-based only interview is *not* acceptable. You will write a 750-word (minimum) recap of the interview. More details about this assignment will be provided on Canvas. The paper is due by Nov. 16.

Global/International PR case study. You will research a global/international case study that you find interesting and prepare a presentation for class. We'll go over an example. Various

deadlines.

Class participation. You are expected to attend class and participate in the discussion.

Grading

Weekly discussion posts	20%
Assignments	25%
Research colloquium	2%
Class participation	10%
Case study	23%
Practitioner interview	20%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4% B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4% C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4% D+ = 66.5-69.4%; D = 59.5-66.4% F 0-59.4%

Other issues

The best and quickest way to contact me is via email (ksmarks@memphis.edu). Do not use the email within Canvas, use my Memphis.edu email. I will respond to email within 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If

students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an

extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.