

Intro to Strategic Media

STRM 3200-501

Spring 2024

Prof. Tori Martin Cliff

Varnell-Jones 212

TR 9:40-11:05 a.m.

Office: virtual by Teams or phone

Office hours: by appointment

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COURSE REQUIREMENTS

Catalog description

Overview of professional advertising and public relations practices and their modern roles in society. Explores the history and evolution of advertising and public relations and the nexus of these disciplines and how they relate to overall strategic communication efforts in both agency and corporate settings. Unique aspects of public relations in government, nonprofit, entertainment, sports and other industries are examined and career opportunities in both PR and advertising are discussed.

Prerequisites

None

Textbooks, Software and Required Materials

- *Public Relations: Competencies and Practice* (1st Edition) by Carolyn Mae Kim. (2019) Routledge. 9781315148106

Note: This textbook is available electronically for free through UM library:

<https://ezproxy.memphis.edu:3443/login?url=https://www.taylorfrancis.com/books/9781315148106>

- *M: Advertising* (4th Edition) by William Arens, Michael Weigold, Christian Arens & David Schaefer. (2022) McGraw Hill. 9781351374491

Note: This textbook *is not* currently available through the UM library.

Classroom Format

The class will be presented in discussion format. It is a hybrid class, meaning work will be accomplished inside the classroom in a traditional format, and outside the classroom using various digital platforms. Class discussion will involve application of the concepts within strategic media, current issues and trends. If you are new to Canvas, check out this [FAQ page](#). If you are struggling with technological use, I recommend doing your work on campus in a lab where you can get assistance.

All course discussions should remain respectful and professional and show respect to all people regardless of background, sex, race, or any other factor. Hate speech will not be tolerated in any form and could result in being dropped from the class for misconduct. Public relations is all about creating and maintaining mutually beneficial relationships and our virtual classroom should be no different.

This class is meant to serve as an introduction to strategic communication fundamentals, public relations, and advertising. Our discussions will include the pillars of advertising and public relations as well as strategies for putting together integrated campaigns and succeeding in the field.

You will upload all required assignments to Canvas, and feedback will be given to encourage student improvement. Access to a computer or an electronic device will be required. Please be sure to read the instructions for each assignment carefully, as requirements for each assignment will vary. Also pay attention to what file type the assignment requires. Typical formats used include: .doc, .docx, and .pdf. Reach out in class or via email if anything is unclear to you. To allow time for response and clarification, please reach out with any assignment questions at least 48 hours prior to the deadline.

If at any point you are concerned about your grade or struggling to grasp course concepts, I encourage you to make an appointment during my office hours so we can work together to find a good solution. Remember that for me to help you, communication is key. Also remember that much more can be done if you reach out early in the semester - if you wait until the middle of November, there likely isn't much we can do to turn things around.

Accessing the course website

1. Go to the University of Memphis Canvas home page: <https://memphis.instructure.com/>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for STRM 3200-501 to enter your course and read the instructions on the welcoming page

Course and Assignment Expectations

Quality of Work

A large part of strategic media is having a polished written concept of what you are communicating. This includes all classwork and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and original, meaning it's yours. If you quote anything or get information from any other source, it should be fully cited using APA 7th edition. If you need help remember that as a UM student, you have [free tutoring](#).

ChatGPT / AI

You must obtain permission from the instructor before using ChatGPT or other AI tools to assist with assignments in this course. Once permission is granted, AI may only be used as directed. Assignment submissions may run through AI detection software. Unauthorized use may result in a failing grade or a request to resubmit an assignment. Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

Questions about Grades

You are responsible for tracking your grades and meeting with me early in the semester if you are concerned about your overall grade. Meeting early and often can help both parties find ways to improve student-instructor understanding and quality of work.

Plagiarism policy

First offense: Redo for 50%, warning

Second offense: Automatic 0, no redo

Third offense: Automatic class fail

*Any instances of plagiarism may result in a note being added to your department file.

Late work

Meeting deadlines is essential for media professionals. Late work will not be accepted unless there are extraordinary circumstances that are verifiable, like an emergency surgery. If an emergency occurs, it is the student's responsibility to provide necessary verification to the professor ASAP. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

Grading

Course work will be accomplished every week. Begin each week by logging into the Canvas course and opening the folder for that week. Then begin reading, viewing, and working on the week's work. Keep an eye on deadlines. Some are short-term and others long-term. I recommend turning on your alerts in Canvas for assignment deadline reminders.

Ask your professor if you are unclear about an assignment's requirements. It is your responsibility to ensure clarification of instructions.

All work submitted must reflect critical thinking and thorough knowledge of the material. Written assignments will be graded based on AP style, grammar, spelling, and punctuation, as well as content and presentation. When an assignment calls for secondary sources, use APA 7th edition style for in-text citations and the reference list.

Attendance

Students who enter the classroom late are required to sit in the closest seat available near the door to minimize distraction. If a student is late more than four times, the professor may ask that if they are going to be late again, not to enter the classroom on that day. This is to minimize distraction and interruption.

Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Attendance is mandatory. If you are experiencing an issue, email me right away so we can address it.

Coming to class well-prepared is equally important. This means reading the assigned chapters in the textbook and staying informed about current events.

The basic requirements for this course include these elements:

1. Complete assigned readings/viewings each week;

2. Arrive to each class punctually and prepared;
3. Check campus email for updates each weekday morning by 8 a.m.;
4. Complete any quizzes, assignments, or presentations on deadline and with excellence;
5. Pass class exams;
6. Be respectful of classmates and professor at all times; and
7. Participate in meaningful class discussions and activities/exercises.

TENTATIVE COURSE SCHEDULE

This is a basic weekly schedule for the semester. Although every effort will be made to stick with this schedule, please understand that changes to the schedule may occur. All changes will be announced as soon as possible.

Week 1: Introductions, Primer to Strategic Media

Readings: Make sure you order your textbook(s) this week!

Week 2: Deeper Dive into Strategic Integrated Media, PESO, RPIE

Readings: Chapters 1 & 7 (M Advertising), Canvas Articles

Week 3: Welcome to Paid Media! Digging into Advertising

Readings: Chapters 1, 3, & 4 (M Advertising)

Week 4: Consumer Behavior

Readings: Chapters 5 & 6 (M Advertising)

Week 5: Ad Creative, Process & Strategy

Readings: Chapters 8 (M Advertising)

Week 6: Integrated Marketing Communications (IMC)

Readings: Chapter 7 (M Advertising)

Week 7: Wrapping up Advertising

Readings: Canvas Articles

Week 8: Spring Break!

Week 9: Welcome to PR!

Readings: Chapter 1 (PR Competencies & Practice)

Week 10: Stewardship & Corporate Social Responsibility

Readings: Chapter 11 (PR Competencies & Practice)

Week 11: Earned Media & Content Creation

Readings: Chapter 22 (PR Competencies & Practice)

Week 12: Internal Communications & Crisis Communications

Readings: Pages 129-131, 133-135, & 180 (PR Competencies & Practice), Canvas Articles

Week 13: Diversity, Equity and Inclusion

Readings: Chapter 3 (PR Competencies & Practice), Canvas Articles

Week 14: Ethics & Law

Readings: Chapter 2 (M Advertising) and Chapter 5 (PR Competencies & Practice)

Week 15: Wrap up!

Readings: None

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in STRM 3200

- Apply the principles and laws of freedom of speech and press, in a global context, and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Describe the activities of advertising—what advertising people do.
- Identify target audiences—including under-represented audiences.
- Describe and apply the advertising process—research, planning, message development, communication and evaluation.
- Identify the four-step public relations process and what activities exist within each step.
- Explain the variety of relationships between organizations, media and publics.
- Understand how new technology affects the media and communication.
- Understand what's involved in preparing for and advancing a career in public relations.
- Understand mass communication theories and their application to media professions.

Performance Standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Demonstrate understanding of class concepts by earning passing scores on exams
- Write a series of response papers to various contemporary issues in the field
- Practice intellectual exchange of ideas in class discussions concerning target audience identification, changing creative strategies and legal issues
- Identify target audiences—including under-represented audiences.
- Describe and apply the advertising process—research, planning, message development, communication and evaluation.

- Read and critically reflect on assigned readings, podcasts, videos, etc.
- Research, interpret and present findings to the class
- Analyze the impact of digital footprints on personal brands
- Produce content for class utilizing appropriate technology

How assessment of student learning will be met

Awareness

- Identify significant principles and applications in the development of advertising through quizzes and exams
- Identify the historical and theoretical foundations of public relations.
- Recognize the importance of ethics.
- Examine the need for diversity in all areas of mass communication.

Understanding

- Select audience segments for appropriate strategies within the advertising practice
- Recall the historical and theoretical foundations of public relations during class discussions, exercises and on tests.
- Differentiate between ethical and unethical behavior through examination of PR ethical codes of conduct, situational exercises, and class discussions.
- Express the skills needed to excel in the public relations field.

Application

- Demonstrate within the response papers the practical use of advertising theories and methods
- Discuss course concepts with class demonstrating reflection and critical thinking
- Complete assignments sharpening understanding of public relations, such as researching a public relations firm and presenting findings and interpretation of agency portfolio and website; analyzing personal digital media usage and reporting findings, including where and how changes could improve personal digital brand; and/or creating personal videography for use on YouTube
- Complete several tests and exercises earning passing scores

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

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

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

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

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.