# COMM 2310.001: Intro to Strategic Communication; 3 HRS

| Department of          | Languages and Communication | School of         | Liberal Arts and Sciences |
|------------------------|----------------------------|-------------------|

**Instructor Name:** Dr. Glenda R. Balas  
**Office Location:** FH 317  
**Office Phone:** 972.338.1526  
**Email Address:** glenda.balas@untdallas.edu

**Office Hours:** M 1:00 – 3:00 p.m.; T 10:00 a.m. - 12:00 p.m. (virtual); and by appointment

**Course Format/Structure:** 100% Face to Face  
**Classroom Location:** DAL 1 304  
**Class Meeting Days & Times:** MW 11:30 – 12:50 a.m.

**Course Catalog Description:** 3 hours. Foundations of strategic communication with emphasis on writing, history, practice, ethics, professional opportunities, and challenges of the field. Strong emphasis on understanding contemporary global strategic communication perspectives and diversity issues. Prerequisite(s): Must have a grade of C or better in COMM 1010- Introduction to Communication.

**Prerequisites:** COMM 1010 (grade of “C” or better required)  
**Co-requisites:** NA

- Readings posted on Canvas
- Access to a computer with Microsoft Word and PowerPoint, Adobe Flash, and a printer
- Portable hard drive

**Recommended Text and References:**  
- OWL Purdue Online Writing Lab at [http://owl.english.purdue.edu/owl/resource/560/1/](http://owl.english.purdue.edu/owl/resource/560/1/)  
- Additional handouts/materials may be supplied in class or posted to Canvas.

**Access to Learning Resources:**  
- UNT Dallas Library: (SC)  
  - phone: (972) 780-1616  
  - web: [http://www.untdallas.edu/library](http://www.untdallas.edu/library)  
  - e-mail: Library@untdallas.edu  
- UNT Dallas Bookstore: (Building 1)  
  - phone: (972) 780-3652  
  - web: [http://www.untdallas.edu/bookstore](http://www.untdallas.edu/bookstore)  
  - e-mail: unt Dallas@bkstr.com

**Course Goals or Overview:** The goals of this course are as follows -

1. To promote **effective communication** in interpersonal, dyadic, workplace, and group environments.
2. To advance development of **student voice and eloquent expression** through class discussions, solo and group performances, and media production.
3. To encourage **media literacy and social responsibility** in communication practices.
4. To promote **collaboration and teamwork** in the creative process, as students work together to develop workplace skills of group communication and teambuilding.
5. To promote **career readiness in the professional communication field**, preparing students for internships and entry level positions in the public relations, advertising, and strategic communication industries.
**Learning Objectives/Outcomes:** At the end of this course, students will be able to:

1. Gain an understanding of how to develop a story, construct an associated storyboard, and execute its production for strategic communication use.
2. Demonstrate knowledge and skill in public relations planning, writing, client relations, design, media production, oral presentation, and leadership.
3. Develop knowledge and appreciation for the role of planning, research, and evaluation in strategic communication campaigns.
4. Work effectively as a member of a strategic communication team to develop a strategic plan and associated collateral materials for a client, organization, or agency.
5. Gain an understanding and appreciation of the diversity of audiences and the meanings they assign to messages.
6. Gain awareness of the history and social role of public relations, advertising, and strategic communication. Build knowledge of key communication theories related to strategic communication.

**Course Outline**

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Canvas announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Course Content</th>
<th>Assignments/Readings Due</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
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<tr>
<td>Monday, 8/26</td>
<td><em>Course Introduction</em></td>
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<td></td>
<td>Introductions of class members</td>
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<td></td>
<td>Set ground rules and guidelines</td>
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<td></td>
<td>Review syllabus</td>
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<tr>
<td>Wednesday, 8/28</td>
<td><em>Class Discussion</em></td>
<td><em>In Strategic Communication: An Introduction, read Part I, Chapter 2 (pgs 44-55)</em></td>
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<tr>
<td></td>
<td>What Is Strategy?</td>
<td><em>Discussion Board #1-due Saturday at 11:59 p.m.</em></td>
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<tr>
<td>Week 6</td>
<td>Monday, 9/30</td>
<td>Crisis Management</td>
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<td>Wednesday, 10/2</td>
<td><strong>Case Study</strong>&lt;br&gt;Discussion and leadership by a class team</td>
<td>“Prison Riot and Crisis Communication” (posted on Canvas)&lt;br&gt;<strong>Discussion Board #6-due Saturday at 11:59 p.m.</strong></td>
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| Week 7 – Quiz #2 | Monday, 10/7 | Diversity | |
| Wednesday, 10/9 | **Case Study**<br>Discussion and leadership by a class team | “Promotion of Wine in China” (posted on Canvas)<br>**Discussion Board #7-due Saturday at 11:59 p.m.** |

| Week 8 | Monday, 10/14 | The Pitch; Writing | “Team Sarah and a Girl’s New Lungs” (posted on Canvas)<br>**Discussion Board #8-due Saturday at 11:59 p.m.** |
| Wednesday, 10/16 | **Case Study**<br>Discussion and leadership by a class team | |

| Week 9 | Monday, 10/21 | Electronic Media; Print Media; Media Relations | “Unconventional Image Restoration of LeBron James” (posted on Canvas)<br>**Discussion Board #9-due Saturday at 11:59 p.m.** |
| Wednesday, 10/23 | **Case Study**<br>Discussion and leadership by a class team | |

| Week 10 | Monday, 10/28 | Ethics | “Zombies Gone Viral” (posted on Canvas)<br>**Discussion Board #10-due Saturday at 11:59 p.m.** |
| Wednesday, 10/30 | **Case Study**<br>Discussion and leadership by a class team | |

| Week 11 - Quiz #3 | Monday, 11/4 | Research | “Social Media Campaign for Sexual Health of Youth” (posted on Canvas)<br>**Discussion Board #11-due Saturday at 11:59 p.m.** |
| Wednesday, 11/6 | **Case Study**<br>Discussion and leadership by a class team | |

| Week 12 | Monday, 11/11 | Portfolio presentations | Portfolios due in class for submission and presentation to class |
| Wednesday 11/13 | **Portfolio presentations** | |

| Week 13 | Monday, 11/18 | **Portfolio presentations** | **Discussion Board #13-due** |
| Wednesday 11/20 | One-on-One meetings with Dr. Balas regarding Campaign | |
Week 14

<table>
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<tr>
<th>Monday 11/25</th>
<th>One-on-One meetings with Dr. Balas regarding Campaign Projects and Posters</th>
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<tr>
<td>Wednesday, 11/27</td>
<td>Self-Analysis/Discussion Board Reflection (online activity)</td>
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Week 15 & 16

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<tr>
<th>Monday 12/2</th>
<th>Campaign Project and Poster Session</th>
<th>Submission of campaign materials and posters</th>
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<tr>
<td>Wednesday 12/4</td>
<td>Wrap-Up Session: Discussion of Media Literacy, Social Responsibility, and Strategic Communication</td>
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Week 16 (Finals Week)

Final Exam: TBA (exam schedule pending)

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and learning outcomes for the course.

1. **Discussion Boards (140 points):** There will be 14 regular discussion boards throughout the course. Each discussion board is worth 10 points. Discussion Boards will address issues related to Strategic Communication and will involve expressing opinions as well as facts that are relevant to the class discourse. Participation in Discussion Boards requires posting one long post (2 paragraphs) and two shorter posts (each 3-4 sentences) that reply to comments made by other students in the class. Failure to submit an original post and/or response to two different peers will result in loss of partial or all points. Discussion Boards are an important component of class discussion!

2. **Quizzes (150 points total; 50 points each):** There will be 3 quizzes and one Final Exam during the course of the semester, all delivered online through Canvas. Each quiz will be open for two weeks prior to the exam date. This will allow you time to take the exam at a time that works best in your schedule. Questions may include, but will not be limited to, multiple choice and true/false questions. The Final Exam will be posted during Finals Week.

3. **Case Study Leadership (150 points):** Students will work in teams to develop and execute discussion leadership for a Strategic Communication Case Study. Although all members of the class are expected to read the case studies and participate in the class discussions, they will also be a part of a team that guides the discussion and keeps it on track with important points and questions. The case studies will be posted on Canvas.

4. **Portfolio: Basic Skills (150 points):** Students will work solo to build a basic portfolio, which will demonstrate their capacity for developing important components of the strategic communication portfolio. These components include a press release, ad mock-up with copy and design, storyboard for a five-second internet video spot, and an analysis brief that describes the components and their usefulness in a larger campaign.

5. **Campaign Project and Poster (250 points):** Students will work in strategic communication teams to develop and execute a campaign with a well-developed plan and five collateral pieces (eg. press release, FaceBook page, broadcast or internet spot, ad mock-up, brochure design, Q & A plan for the client’s appearance on a local talk show, billboard, oral presentation, etc.). The client can be an actual individual (eg. political figure), company, agency, or nonprofit organization. The team can also create a profile of a fictitious client. These projects will be illustrated on a poster for a class presentation poster session at the close of the term. (Campaign Project is worth 200 points: Poster has value of 50 points)

6. **Final Exam (100 points):** This short-answer exam will cover readings, discussions, lectures, and applied experiences from the course.

7. **Self-Analysis/Discussion Board Reflection (60 points):** The Final Discussion Board post for the course will reflect on what you have learned about Strategic Communication and your professional interests from the course materials and experience of working with peers. During the final weeks of the course, you will share your insights with the class through the Discussion Board reflection prompts and a brief report.
Grading Matrix:
Each of the following assignments will be detailed thoroughly on Canvas. Be sure to access Canvas frequently for assignment guidelines and other important class documents.

Discussion Boards (14 @ 10 pts) & Self-Analysis Discussion (60 pts) 200 points
Quizzes (3 @ 50 pts) 150 points
Case Study Leadership 150 points
Portfolio: Basic Skills 150 points
Campaign Project & Poster 250 points
Final Exam 100 points

TOTAL POINTS 1,000 points

Your final grade is based on a total out of 1000 points.
900-1000 = A 800-899 = B 700-799 = C 600-699 = D 599 ↓ = F

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

Course Eval Policy: Student evaluation of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students’ evaluations to be an important part of your participation in this class.

Assignment Policy: Students are expected to read assigned material before class and participate actively in class. This includes actively engaging in class discussion and group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent. Additionally, please be prepared to present on your assigned presentation date. Please note that because time is limited for makeup assignments, if you miss class the day you are expected to deliver a presentation, you may not be able to make up the presentation. Make-ups will be considered only for major emergencies or serious illnesses when properly documented. If you should arrive late, please do not enter the classroom while a student is speaking. You could disrupt their train of thought and you certainly would distract the audience. Wait outside until that student has finished, and then enter. Better yet, come on time!

Exam Policy: Quizzes and exams should be taken as scheduled. No makeup quizzes/examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University’s code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University’s policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf Refer to the Student Code of Student Rights, Responsibilities and Conduct at http://www.untdallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf
Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: “On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.”

Attendance and Participation Policy: Attendance in class is required. Failure to be present in class will result in a loss of
participation points for the day. If you are not present, you cannot participate. Coming late to class or leaving early may be considered a whole or partial absence. If you have more than the acceptable number of absences due to serious illness or similar causes, discuss the possibility of makeup work with me as early as possible. Attendance will be tracked daily. If you are late to class, it is your responsibility to ensure you are counted present for the day (sign in/respond when roll is called). Otherwise, you will be counted absent.

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at http://www.untdallas.edu/hr/upol

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information, please refer to http://www.untdallas.edu/police/resources/notifications

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)

Class Policies and Expectations

Active Learning
You are expected to take an active role in learning. If you are having trouble, come and see me – I will be glad to help. If there are things you do not understand, raise questions in class, as others may benefit from your inquiry. If you are hesitant to speak up in class, stop by after class or send me an email. I am here to assist in your learning, so do not hesitate if you need clarification or assistance.

College-Level Reading, Writing, and Speaking Skills
College-level reading, writing, and speaking are expected. If your outlines or presentations do not meet college-standards, you will not receive credit for them. If you find you need help correcting grammatical and word choice errors, I strongly advise you to meet with a tutor in The Learning Center (M-216). I am happy to work with you to prepare and rehearse presentations to improve your fluency and articulation.

In addition to specific requirements for each paper assignment, please note the following guidelines in preparing all assignments:

- All written assignments must be typed.
- Format: Double-spaced, 12pt font, Times New Roman, 1” Margins, adhering to the APA Style Guide.
- All assignments must be submitted through Canvas before 11:59 pm the day they are due.
- Be sure to proof read your written work before submitting in order to correct any grammatical errors or spelling mistakes. Please note that grammar and spelling are considered in grading. Knowing how to write properly is an essential part of communication.

***If these requirements are not met, points will be deducted from your paper grade.***

Plagiarism
Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Cheating, plagiarizing, falsification, misrepresentation or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under college regulations.

Inclusive Language and Intercultural Diversity
Please use non-sexist language and appropriate cultural terms when speaking and writing. Since the language we use shapes the way in which we see the world, the words we use matter. For example, use “he or she” instead of “he” when referring to a hypothetical person. Similarly, use “everybody” instead of “you guys,” “people” instead of “man” or “mankind.” Use, “Asian” instead of “Oriental,” etc. Encouraging different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities fosters understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Citizenship
Each of us is responsible for creating a positive learning environment. Respectful class participation includes contributing ideas that relate to the topic, asking questions to clarify understanding, responding thoughtfully when called upon, and giving respectful attention to the instructor and classmates. Good communication skills include
listening carefully to diverse opinions, analyzing what is said, clearly stating opinions without personal put-downs, encouraging classmates, synthesizing new information, and applying it. Disrespectful communication includes interrupting or attacking others, monopolizing the conversation, carrying on side conversations, and using personal technology for purposes other than classroom activity.

Mobile Technology Policy
Although we are a class committed to evaluating social media, please make sure your use of mobile technology is relevant to class. If you find yourself tempted to use your technology for completing homework for other classes, surfing the Internet, or “playing” on social media, please TURN IT OFF AND PUT IT AWAY. It is disrespectful and distracts from community-building to use digital devices in class for any purpose other than class learning. If your digital device sounds off (rings, chirps, vibrates) in class, or if you are caught (by me or one of your peers) text messaging, surfing the internet, or listening to music through earphones, you will be asked to leave the class and will lose participation points for the day.

Presentation Policies
No profanity or content of a graphic nature. No children, animals, weapons, fire, grease (cooking) or dangerous objects. Any props you choose to use MUST be pre-approved by the instructor. Any prop used that has not been pre-approved will automatically reduce your grade for the presentation. All presentation topics must also be approved. Please be considerate and sensitive when choosing presentation topics. Please also be sensitive to the topic choices of others. It is important that this be a SAFE environment for everyone. Dress appropriately and professionally for each of your presentations. Do not interrupt your peers’ presentations. If you interrupt a peer for any reason (phone sounding off, leaving/entering the room, talking), you will receive a zero on your presentation grade.

Grade Disputes
Grades will be discussed only during the instructor’s office hours. Please do not ask grade questions during class time. If you have an issue with your grade, please wait 24 hours, but no later than 48 hours before submitting an email articulating your concern about your grade. Please include a reference to the work in question. This will give both the instructor and the student time to carefully review all of the information. After 48 hours, your grade will not be changed.

Drop/Withdrawal Policy
Withdrawing from a course is a formal procedure which YOU must initiate; the instructor cannot do it for you. You may withdraw from a class in either Admissions or Advising. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of “F.” Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel the need to withdraw.

Additional Resources for Students
I am happy to make reasonable accommodations when appropriate, provided that you notify me in timely fashion. All personal information will be kept in strict confidentiality. Below is a list of additional support services for students:

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<tr>
<th>Disability Services</th>
<th>Financial Aid &amp; Scholarships</th>
<th>Career Services</th>
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<tbody>
<tr>
<td>972.338.1777</td>
<td>972.780.3662</td>
<td>972.338.1782</td>
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<tr>
<th>Library &amp; Resources</th>
<th>Academic Advising</th>
<th>Counseling &amp; Wellness</th>
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<tr>
<td>972.338.1616</td>
<td>972.338.1645</td>
<td>972.338.1779</td>
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<tr>
<th>Leadership &amp; Multicultural Center</th>
<th>Learning Commons</th>
<th>Campus Police</th>
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<tr>
<td>972.780.3662</td>
<td><a href="http://www.untdallas.edu/aas/tutoring">http://www.untdallas.edu/aas/tutoring</a></td>
<td>972.780.3009</td>
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<tr>
<th>The Speaking Lab</th>
<th>Office of Student Affairs</th>
<th>Veteran Success Center</th>
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<tr>
<td><a href="mailto:UNTD-SpeakingLab@untdallas.edu">UNTD-SpeakingLab@untdallas.edu</a></td>
<td>972.338.1775</td>
<td>972.338.1786</td>
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Reminders
➢ Grades cannot be based on effort. Teachers cannot measure time or energy expended; only outcomes can be gauged. If you work hard at something and do not achieve the desired outcomes, a teacher cannot give you the grade you want or the higher grade because of your effort.
➢ Grades cannot be assigned because a student needs/wants a particular grade. If you desire the A, you will need to fulfill the conditions needed to earn an A.
➢ Grades are based on announced standards. Therefore, consideration of grade fairness must center on the application of those standards to student work, instead of comparisons to other student’s work.
➢ Generally, teachers are more experienced at assessing student work than the students themselves.
➢ Teachers, on average, are objective and are not out to “nail” their students. Most teachers want to give their students the highest grade possible and the benefit of the doubt.
➢ Students are entitled to emotional reactions to assessment of their work; however, these expressions should occur in private, NOT public.
➢ Any discussion of grades should be impartial, unemotional, and characterized by mutual respect, courtesy, and professionalism.
➢ Final grades are based on the actual grades earned by students; grades are not “rounded up.”

COMM 2900/4900
I have read and understand the course expectations, division, and college policies and procedures, and the assignments and grades required for successful completion of this course outlined in this syllabus.

___________________________________________________
NAME  DATE