

JOURNALISM 4260.001  
 Strategic Integrated Communications  
 Fall 2009

**Text:** None. You will use numerous sources of information.

**Course Content:** On WebCT

**Class** **Date** **Session Topic**

**ASSIGNMENT & WHEN DUE**

Sept.	1	<b>MEET in GAB 114</b>	<b>You must have read all of the Course Content on WebCT: Why Do We Plan? – Branding -- What is IMC?— before beginning your SHADOWING and your ASSIGNMENT.</b>
	8	Schedule your Professional Shadowing Work on your ASSIGNMENT <b>Mandatory Recent Photo &amp; 2 Resumes due online by 11:55 p.m.</b>	
	15	Schedule your Professional Shadowing Work on your ASSIGNMENT	Weekly Report 1
	22	<b>MEET in GAB 114: Integration 101</b> <b><u>Signed Shadowing Form Due by 6:30 p.m.</u></b>	Weekly Report 2
	29	<b>STRATEGIC PLANNING Assignment Due</b> Shadow Professional	Weekly Report 3
Oct.	6	Shadow Professional Work on your ASSIGNMENT	Weekly Report 4
	13	<b>Optional Chat Room: 6:30-7:30 p.m.</b> Shadow Professional Work on your ASSIGNMENT	Weekly Report 5
	20	Shadow Professional Work on your ASSIGNMENT	Weekly Report 6
	27	<b>BRANDING Assignment Due</b>	Weekly Report 7
Nov.	3	Shadow Professional Work on your ASSIGNMENT	Weekly Report 8
	10	<b>Optional Chat Room: 6:30-7:30 p.m.</b> Shadow Professional Work on your ASSIGNMENT	Weekly Report 9
	17	Shadow Professional Work on your ASSIGNMENT	Weekly Report 10

24 **In-Class Review -- MEET in GAB 114**  
**All Professional Shadowing completed by this date**  
**COMPLETE ASSIGNMENT due on WebCT by 11:55 p.m.**

- Dec. 1 Evaluation of all class work
- 8 Release of Final Grades

**SPECIAL NOTE:** If a student requires special accommodations, the student should contact the teacher of this class or the Office of Disability Accommodation.

<b><u>GRADING:</u></b>		<b><u>Total</u></b>
10 Weekly Reports	3 points each	30
STRATEGIC PLANNING Assignment	0-10 points	10
BRANDING Assignment	0-10 points	10
COMPLETE ASSIGNMENT	0-20 points	20
Shadowing Professional	0-30 points	30

Total 100 points

- Your final grade in the course will be determined by how well you complete your ASSIGNMENT by each deadline, your Weekly Reports, your Shadowing Evaluation(s), and how you do in comparison to everyone else in the class – just like in real life.
- Your final grade will be posted on WebCT on **Dec. 8.**

**SHADOWING REQUIREMENTS:**

- You must complete a minimum of 36 hours of shadowing with one to three professionals in your chosen career area(s) by **Nov. 24** to be eligible to pass the course.
- Students who were previously in this course encourage you to shadow as many different people in as many different jobs as possible, and at as many different places as possible. Reasons: To help you network with as many people as possible, learn about different jobs that you may or may not like, and to help you in the long run make better career choices.
- You are responsible to arrange each shadowing date with the professional based on the careers you indicated in priority order the first night of class.
- You must have scheduled all of your shadowing assignments and dates with professionals by 6:30 p.m. on **Sept. 22** or you will be dropped from the class with a grade of “W.”
- You must have each professional you are shadowing sign and verify the number of hours beside his/her printed name on the **Professional Shadowing** form to get credit for the hours you shadow. This form is due to me in person in class or in my faculty box by **Sept. 22**, or you will be dropped from the class with a grade of “W.”
- You may shadow one professional for the entire 36 hours; or two professionals for 18 hours each; or three professionals for 12 hours each. You may shadow more than three professionals and shadow more than the required 36 hours if you like.
- **You may not do your professional shadowing in the same firm where you are working or interning.**
- You are required to get completed and signed the one-page **Shadowing Evaluation** form from each professional you shadow. **It is your responsibility to make sure I have each signed Shadowing Evaluation form by 6:30 p.m. on Nov. 24. None will be accepted late. If you missed this deadline you will not be eligible to successfully complete the course. The Evaluation form(s) cannot be emailed to me.**

- **Your shadowing does not have to be in an area of your major or your minor.**

**WebCT:** To gain access to this class go online to [ecampus.unt.edu](http://ecampus.unt.edu) and enter your EUID that every student has as his/her identification number. **If you have any problems, call the Help Desk listed on the site during its working hours.**

**ASSIGNMENT:** It is mandatory that your ASSIGNMENT be done on a computer, **using only MS Word** software, and **then posted under the appropriate Assignment in WebCT. Do not post your ASSIGNMENT under Discussions or send it to me by e-mail. You will receive no credit for your work if you do. Your ASSIGNMENT must be completed and posted under the appropriate Assignment on WebCT by 11:55 p.m. by each deadline or you will receive no credit. No makeup or late assignments will be accepted.**

- **You must read all of the Course Content on WebCT -- Why Do We Plan? – Branding -- What is IMC? —before beginning your ASSIGNMENT.**
- Your ASSIGNMENT will be judged on (1) how correct your information is, (2) how clear it reads and how well it is presented, (3) how well you spell, write and use correct English (the 3-strike rule is used: 3 errors means an automatic “0” grade), and (4) how your assignment compares to everyone else in the class. See the GRADING section for point totals.
- Do not wait until the last hour or minute to post things to WebCT. On occasion, the system might be not operating as your deadline approaches, but that will not be allowed as an excuse for anything you do being late. Get to work on your ASSIGNMENTS and Weekly Reports and post them early. **No late assignments will be accepted.**
- Your sources may come from books, publications, personal interviews, media articles, the internet, etc.
- **Do your ASSIGNMENTS in bulleted form, not paragraphs.**
- **You should use the online Course Content as a guide to your ASSIGNMENTS, but not use the Course Content as a source in your listing of sources.**

ASSIGNMENT for this semester:

1. Post a recent photo and two (2) one-page, updated resumes of yourself (one standard & one creative) on WebCT in the designated space within the Assignment icon by Jan. 27. You may update any of the information during the semester. Your photo and resumes must prove your branding promise when branding yourself.

2. To help you learn (a.) strategic planning, (b.) how to brand, and (c.) how to use IMC techniques, you will be asked to do two separate things with each of these three subject areas.

a. Find a case study, article, statement, audio or visual, or any example that proves you understand the term being listed under each of the three subject areas (strategic planning, branding, and IMC). Cite the example and its source so anyone could easily find it. You may use any products, people, or organizations as your examples.

b. Then apply the same term to yourself by writing an example that helps you to strategically plan and -- brand yourself by using the -- best IMC techniques possible.

**STRATEGIC PLANNING**

1. What is main reason for the strategic plan?

- a.
- b.

2. What are the different strategic and tactical things used?

- a.
- b.

3. What are the most important external SWOT things considered?

- a.
- b.

4. What are the most important internal SWOT things considered:

- a.
- b.

5. What is the mission statement?

- a.
- b.

6. What is the core business statement?

- a.
- b.

7. What is the overall strategy?

- a.
- b.

8. What is the main goal?

- a.
- b.

9. What are the tactics used?

- a.
- b.

10. What is the marketing goal?

- a.
- b.

11. What is the communications goal?
  - a.
  - b.
12. What is the budget?
  - a.
  - b.
13. How is the strategic plan evaluated?
  - a.
  - b.

## **BRANDING**

1. What is the brand promise?
  - a.
  - b.
2. How was (will) trust (be) created in the brand relationship?
  - a.
  - b.
3. How is this brand different from similar ones?
  - a.
  - b.
4. What were the steps used in building the brand?
  - a.
  - b.
5. How was the brand name chosen?
  - a.
  - b.
6. What ways to brand were used?
  - a.
  - b.
7. What are the tangible and intangible attributes of this brand?
  - a.
  - b.
8. What is the brand's equity?
  - a.
  - b.
9. What is the brand's image?
  - a.
  - b.
10. What is the brand's value?
  - a.
  - b.
11. What is the brand's loyalty?
  - a.
  - b.

12. What is the brand's evoked set?
  - a.
  - b.
13. What is the brand's share of its main stakeholders?
  - a.
  - b.
14. How is the brand managed?
  - a.
  - b.
15. What are the brand extensions?
  - a.
  - b.
16. What are the advantages and disadvantages of this brand?
  - a.
  - b.
17. How was the brand multi-tiered?
  - a.
  - b.
18. How was the brand co-branded?
  - a.
  - b.
19. How was the brand ingredient branded?
  - a.
  - b.
20. How was the brand licensed?
  - a.
  - b.
21. What are the benefits of the brand's relationships?
  - a.
  - b.
22. How did the stakeholders benefit from the brand relationships?
  - a.
  - b.
23. What were the intensity levels of the brand relationship?
  - a.
  - b.
24. What were the overall brand objectives?
  - a.
  - b.
25. What were the major concerns of the stakeholders?
  - a.
  - b.
26. Why was the brand strategy implemented?
  - a.
  - b.

## **IMC**

- 1. What value added was used?**
  - a.
  - b.
- 2. What external trends drive this IMC?**
  - a.
  - b.
- 3. What internal trends drive this IMC?**
  - a.
  - b.
- 4. What intrinsic contact points are used?**
  - a.
  - b.
- 5. What created contact points are used?**
  - a.
  - b.
- 6. Who was integrated?**
  - a.
  - b.
- 7. What was the impact on costs?**
  - a.
  - b.
- 8. What was the impact on revenue?**
  - a.
  - b.
- 9. What is the relationship marketing challenge?**
  - a.
  - b.
- 10. How did the cross-functional work?**
  - a.
  - b.
- 11. What is the stakeholder priority?**
  - a.
  - b.

3. Now that you have completed the three areas (Strategic Planning--Branding—IMC) your COMPLETE ASSIGNMENT that you turn in on WebCT should include all the examples of things you will use to execute your personal branding plan to your chosen stakeholder(s). **RESTRICT YOUR MATERIAL TO ONE FILE, if possible. SUBMIT YOUR ASSIGNMENT IN THE BOX PROVIDED ON THE Assignment page AND AS AN ATTACHMENT.**

None will be accepted late. Some beginning helpful sources are:

allaboutbranding.com

brandweek.com

brandchannel.com

blog.brand-yourself.com

fastcompany.com/resources/networking/ferrazzi/101706.html

personalbranding.com

womma.org

4. From each person that you shadow, collect the following information and list the person as your source and their job title:
- List the five (5) most important things (in priority order) that you are learning from the professional you are shadowing about how to get the job in the career you want.
  - List and explain the five (5) things (in priority order) that the professional you are shadowing does to be successful in his/her job.
  - Ask the professional you are shadowing what the five (5) most important skills (in priority order) he/she has to have to do well in what that professional does.
  - Ask each person that you shadow what parts of Planning, IMC, and Branding that they use in their job. List what they say in priority order.

#### WEEKLY REPORTS:

- It is mandatory that all Weekly Reports be done on a computer, **using only MS Word** software. Each Weekly Report is worth 3 points. **No late or makeup Weekly Reports will be accepted.** Grades will be posted as they are read.
- You must write a Weekly Report about your (assignments, shadowing, etc.) activity **and post it under the Discussions icon of Web CT by 11:55 p.m. on each assigned date in the syllabus, beginning with Sept. 15.** Each Weekly Report should be between 50-150 words, and all reports can be read by everyone else in the class. Each Weekly Report must have your full name, the correct number of each Weekly Report, the date it is due, and a subject line about what is in the report.

CLASS DISCUSSION: Be prepared to give an update about your shadowing and your Assignment on **Nov. 24.** You will be graded on your discussion.

## COURSE GOALS:

- Develop student experience in strategic thinking and the analysis of factors that contribute to the decision making process in integrated communications.
- Develop student experience in the oral, written, computer and new technology skills necessary in communications.
- Develop student accountability for all actions relating to the development of integrated communications, strategic planning, and branding.
- Provide an atmosphere in which the student can think critically, creatively and independently while practicing strategic thinking.
- Simulate a real-life organizational atmosphere so students learn how to determine more than one solution for opportunities and problems that exist, and the value of examining incorrect solutions.
- Increase the student's understanding of ethical, legal and diversity issues.
- Provide an ethical pursuit of truth, accuracy, fairness and diversity.
- Help students critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Improve the student's ability to think critically and creatively, and to work both independently and in groups and teams.
- Work closely with professionals to help achieve each student's career goals.
- Develop web-based learning skills through WebCT and other communication methods.

CLASS ATTENDANCE REQUIRED: Because of the organization of this class, you are required to attend all face-to-face class meetings. A student may be given an emergency absence by the professor upon an explanation by the student to the professor and well in advance of the class meeting. The amount of information covered in this class (and the many deadlines) warrants your perfect attendance. Besides, you might learn something.

Dr. Roy Busby, APR, Regents Professor

Office: 102C GAB

Phone: (O, Cell & H) (940) 367-4927

Fax: (940) 565-2370

e-mail: [busby@unt.edu](mailto:busby@unt.edu)

Internet: <http://www.jour.unt.edu/facprofiles.htm#>

