

## **Integrated Strategic Management**

JOUR7418-301, M50

Summer 2017

5:30-8:30PM M CT

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300 MJ

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### **COURSE REQUIREMENTS**

#### **CATALOG DESCRIPTION:**

A discussion of the place of public relations and advertising in organizational management decision making, the need for long-term strategic thinking, and the importance of supporting and contributing to organizational leadership. Will also include discussion of brand equity management and organizational leadership.

#### **PREREQUISITE:**

None

#### **TEXTBOOKS:**

*The IMC Handbook: Readings & Cases in Integrated Marketing Communications*, [third edition] edited by J. Steven Kelly, Susan K. Jones and Richard Hagle (Racom: 2011)  
ISBN: 978-1-933199-06-1

#### **PURPOSE:**

The purpose of this course is to introduce the concept of the singular message—the integrating advertising, 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.

#### **CLASSROOM FORMAT:**

Hybrid in-classroom and synchronous Internet Chat using BlueJeans. The course will be conducted in seminar fashion. Each week, we will discuss the readings and students will be responsible for leading the class discussion. Weekly leaders of the readings will be assigned one week in advance. Online students must have a microphone and a stable and reliable Internet connection. Do not attempt to be “in class” while you are on your cellphone, for example.

#### **WEEKLY READINGS**

You will analyze each reading in the form of a 350 to 400-word response. You should provide insights and comments that demonstrate knowledge of the concepts found in the week’s readings. The response is designed to allow you to engage and synthesize the reading. You should have a printed or electronic copy of your response to help in your weekly discussion.

**COURSE ASSIGNMENTS:**

All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted. All work is due at 5 p.m. CT on the assigned Monday, unless otherwise noted. Deadlines are also listed in the Class Schedule.

**BRAND AUDIT PROJECT**

Your assignment is to select a brand from the list of the Interbrand & Business Week’s Top 100 brands and conduct a brand audit. Each student must study a different brand, and brands are assigned on a “first come, first serve” basis. You should select your brand no later than Monday, June 19, and send your selected brand to me via email.

Website: <http://interbrand.com/best-brands/best-global-brands/2016/ranking/>

Your paper should include at least the following three assessments and must be 1,500 to 2,000 words. All papers are due Monday, July 31 by Noon CT. Presentations of all brand audits will be Monday, July 31 during class.

*Brand planning assessment*

How would you characterize the positioning of your brand? Where are there the greatest opportunities to further enhance that positioning?

*Brand building assessment*

How much brand resonance does your brand have? What have been the key marketing activities that have most contributed to the success of achieving its resonance and positioning? How would you suggest that they improve on their brand building activities?

*Brand growth assessment*

How would you critique your brand’s architecture? What is good and bad about its hierarchy? How does it fit into a broader brand portfolio? How well has it been expanded into new markets or channels? How would you judge its growth strategy?

**GRADING:**

Brand audit project	40 percent
Responses to readings	50 percent
Attendance, discussion	5 percent
Portfolio	5 percent

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 5	Readings 1, 2
June 12	Readings 3, 4
June 19	Readings 5, 6
June 26	Readings 7, 8
July 3	No class
July 10	Readings 11, 12
July 17	Readings 13, 14
July 24	Readings 16, 17
July 31	Individual Presentations

## **DEPARTMENT 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. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:**

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.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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.

Further, as this is a journalism/mass communication 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 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.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

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. Mass communications 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.