

Integrated Strategic Management

JRSM 7418 S01

Spring 2024

Class Meeting: R 5:30–8:30 p.m. in Zoom.

Office Hours: Tuesday 10:30 a.m. - 12:30 p.m.
Friday, 10:30 a.m. - 13:30 p.m.

If you'd like to meet for my office hours listed or at any other time, reach out via email or text prior to dropping by so I can make sure I'm in my office. I'm also available via Zoom outside of office hours. Please don't hesitate to reach out.

Email: jcfssmnn@memphis.edu

Phone: Office: 901-678-3095

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.

Course overview

The course is designed to introduce students to the role of integrated strategy in public relations, advertising, management, and marketing. The purpose of this course is to introduce the necessity for integrated interdepartmental strategic research, formulation and implementation using target specific strategic communication tools. The course enables students to understand and create science-based strategic planning and support strategy research, formulation, and implementation as demonstrated in a final strategic communication plan.

Textbooks, Software and Required Materials

There is NO required textbook. There will be weekly readers, book chapters and articles to read which will be posted on Canvas. Please Note: The material provided to you will be governed by "fair use" of copyrighted material for teaching purposes. This means you are **only permitted to use the material in the context of this class** – do not share with others or post in any form online.

Online Course Administration — Canvas

Canvas will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms), and grades. For instance, an electronic file of this document is posted on canvas. Please check the site for announcements and/or threads of comments from classmates and the professor.

All correspondence regarding the class needs to be addressed to jcfssmnn@memphis.edu. Please **include in any email the class designation JRSM 7418**. During weekdays I will usually respond to emails within 24-48 hours. If you have not received an answer after two days, please resend the email with a note that you are resending it. I will not respond on weekends but will address the concerns the following Monday.

The syllabus is subject to change at the discretion of the professor and needs of the class. Changes will be communicated in class and on Canvas. Make sure that you check your Canvas shell a couple times a week (I recommend Tuesdays and Fridays) to stay up-to-date with announcements and updates.

Synchronous Class Format (S01)

- Zoom is a web-based video conferencing platform. The link for the Zoom meeting is posted on Canvas.
- This is a graduate seminar with lectures 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 7418.S01.

Grading

There are 1,000 possible points in this class. At the end of the semester, your class points will be calculated and rounded up to the nearest whole number. Letter grades will be determined according to the scale below. If additional points are added or subtracted from this possible point total, students will be provided with an updated point to letter grade scale.

A+ = 967 – 1,000 points, **A** = 934 – 966, **A-** = 900 – 933 points
B+ = 867 – 899 points, **B** = 834 – 866 points, **B-** = 800 – 833 points
C+ = 767 – 799 points, **C** = 734 – 766 points, **C-** = 700 – 733 points
D = 667 – 600 points
F = 600 and fewer points

Grading Philosophy.

A=Professional quality work that could be use with little or no modification

B=Good to excellent work and exceeds requirement, but would require revision to be used professionally

C=Satisfactory work and adequately meets requirement, but would need significant revision

D=Barely satisfies minimum requirement and below average quality

F=Unsatisfactory work and does not meet minimum requirements

For larger assignments, rubrics have been provided in Canvas. Use these rubrics to help guide you to success!

Individual Assignments

- 6x Reflection Papers (60 points each) **360 points**
- 2x Discussion Lead **200 points**
- 12x Preparation Assignment (10 points each) **120 points**
- 12x In-Class Assignments (10 points each) **120 points**
- Final Group Project **200 points**

Total: 1,000 points

You will be the most successful in this class if you check Canvas frequently, participate in class discussions early in the week, and stay engaged with readings and class activities.

Assignment Descriptions

Discussion Lead (2x 100 points)

You are expected to have read all the material prior to the beginning of the class and be prepared to engage in meaningful discussions on the topic. However, twice in the semester you will be discussion lead on some of our reading, meaning you will have to prepare in detail the readings and then present to the entire class.

Reflection Papers (6x 80 points)

A reflection paper requires you to write your opinion on a topic, supporting it with your observations and personal examples. As opposed to presenting your reader the opinions of other academics and writers, in this essay you get an opportunity to write your point of view. It is YOUR opinion, and it is your job to express your thoughts in a manner that will be comprehensible and clear for all readers that will read your paper. For our class, you need to summarize and discuss the last two units/weeks and reflect on what you have learned about global strategic communications. The key here is that I want to see how the lectures have changed your perspectives on as well as showing me clearly that you paid attention.

12x Preparation Assignment (12x 10 points)

Prior to class you will be required to prepare some kind assignment. Often this will be a very short case study: using current news sources and archival data to find and present on a short case study of an issue on the topic we will be discussing that week. For this, you will need to prepare a 1-2 pages PPT presentation that I need to have received at least 1 hour before class begins. You will then present 2-3 minutes on the key aspects of that case.

12x In-Class Activities/Assignments (12x 10 points)

We will do a number of activities and assignments in class as small groups. These will be turned in for a grade at the end of the week and graded.

Final Group Project – Strategic Communications Management Plan

As the final project in the class, you will be put into groups and develop a strategic management plan for an organization. Details will be discussed in class.

Assignment Guidelines

- Use 12pt. Times New Roman font. Pages should have 1-inch margins all around. No bold or italicized type should dominate the page. Tabs should be no more than 1/4".
- Write in business-communication style. Do not use first-person unless the assignment specifically asks for your perspective and avoid passive voice when possible.
- When you use sources use APA citation and reference style.
- Proofread and spell check your paper before turning it in. Be sure to watch out for grammar and spelling errors. As writing is a critical public relations skill, points will be deducted for submissions that are poorly written and contain grammatical and spelling errors.

Due Dates:

Each writing assignment is due by 11:55 p.m. Central Time [CT] on the listed date (refer to Course Schedule for specific deadlines).

Use of Artificial Intelligence (AI) Tools

You are permitted to use ChatGPT and other AI tools to assist you in gathering information, writing drafts, and revising your writing in this course. However, you are expected to include a disclosure statement at the end of your assignment describing which AI tool you used and how you used it. For example, "ChatGPT was used to draft about 30% of this assignment and to provide revision assistance. AI-produced content was edited for accuracy and style." 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.

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.