

Intro to Strategic Media

STRM 3200-001/350

Spring 2025

Monday/Wednesday 12:40 - 02:05 PM

Location: Meeman Room 112

Dr. Jasper Fessmann

He/Him

Office: Meeman Journalism Building Room #330

Office hours: Monday: 11:00 AM - 12:00 PM; 2.30-4.00 PM

Wednesday: 11:00 AM - 12:00 PM; 2.30-4.00 PM

If you'd like to meet with me for the office hours listed, please first reach out via email or text (at 706.399.1079) prior to dropping by so I can make sure I'm available for you and not with another student. I'm also available via Team outside of the listed office hours upon request.

Email: jcfssmnn@memphis.edu

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

Course Objectives & Learning Outcomes

As a result of the course, students should be able to:

- **understand** the history, evolution and role of public relations and advertising in modern society.
- **comprehend** the similarities and differences between the roles of advertising and public relations; points of convergence and departure when it comes to campaign development, planning, and implementation; as well as their relationship to marketing, IMC, and journalism/media.
- **recognize** professional ethical principles and legal considerations appropriate to advertising and public relations.
- **understand** the components of the public relations process to include stakeholders, research, planning, goals and objectives, strategies, tactics, messages, media, execution, and evaluation.
- **understand** how PR professionals manage problems and issues and how they manage the flow of information to their publics.
- **comprehend** the foundations of advertising including advertising's role as a marketing function, structure of the industry, and how consumers respond to advertising messages.

- **understand** the fundamental processes in developing an ad campaign, including target audience selection, research and development of advertising objectives, creative strategy, and media planning.
- **recognize** basic communication theory and research methods used in the advertising and public relations processes; and
- **understand** strategies and tactics that consider diverse audiences, viewpoints, and perspectives in a global society.

The course specifically supports the following professional values and competencies required of graduates by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC):

- **demonstrate** an understanding of the diversity of groups in a global society in relationship to public relations.
- **understand concepts and apply theories** in the use and presentation of images and information.
- **demonstrate** an understanding of professional **ethical principles** and work ethically.
- **think critically**, creatively, and independently.
- **conduct research** and evaluate information by appropriate methods.
- **write correctly** and clearly in forms and styles appropriate for the public relations profession.

Textbooks, Software and Required Materials

Moriarty, S., Mitchell, N., Wood, C., and Wells, W. D. (2019). *Advertising & IMC: Principles and Practice (11th ed.)*. Pearson. Access Card for MyLab Marketing with Pearson eText -- Standalone Access Card-- for Advertising & IMC: Principles and Practice, ISBN 9780135836064.

You **must get the Online 11th edition with MyLab access! MyLab will be an essential part of your grade:**
Recommended Option: Available to sign up for free trial and instant access, including after-trial purchasing options, via the Pearson MyLab link on eCampus. If you want a print version, you have the option to purchase an additional loose-leaf version of the text.

Student Registration Instructions for Pearson MyLab in eCampus:

- Go to <https://mlm.pearson.com/enrollment/fessmann10925> Opens in a New tab.
- Sign in with your Pearson student account or create your account. For Instructors creating a Student account, do not use your instructor credentials.
- Select any available access option, if asked.
- Enter a prepaid access code that came with your textbook or from the bookstore.
- Buy instant access using a credit card or PayPal.
- Select Get temporary access without payment.
- Select Go to my course.
- Select STRM 3200-001 Intro to Strategic Media from My Courses.
- If you contact Pearson Support, give them the **course ID: fessmann10925**

To sign in later:

- Go to <https://mlm.pearson.com> Opens in a New tab.
- Sign in with the same Pearson account you used before.
- Select STRM 3200-001 Intro to Strategic Media from My Courses.
- If and when additional readings are assigned, an announcement will be made in class, and the material will be posted on Canvas.

Classroom Format

This class will be presented through lectures, discussions, multimedia, independent reading and case studies both in class and utilizing online platforms including Canvas and social media sites. This class will meet in person twice a week in room 112.

Regular attendance and participation in class is expected and will affect your grade and extended absences may result in automatically failing the class. Part of being successful in this class is contributing to class discussions and activities. There will be many opportunities to contribute, engage or explore topics that may be confusing or unclear during class time, and I encourage each and every one of you to speak up when appropriate.

Class discussions taking place both online and in person 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 my classroom and I reserve the right to ask any student to leave if they violate this boundary. Remember: Public relations is all about creating and maintaining mutually beneficial relationships and our classroom should be no different.

This class is meant to serve as an introduction to strategic communication fundamentals, public relations and advertising. Our classroom discussions will include the pillars of advertising and public relations as well strategies for putting together integrated campaigns and succeeding in the field. Students 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. Assignments being turned in will all need to be submitted as a .doc, .pdf or .pptx file unless otherwise noted. Reach out in class or via email if anything is unclear to you.

All correspondence regarding the class needs to be addressed to jcfssmnn@memphis.edu. Please include in any email the class designation STRM 3200-001 so that I know which class you are writing about. 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.

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. Students 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.

All individual assignments will be due Sunday nights at 11:59 p.m. central time unless otherwise noted. To allow time for response and clarification, please reach out with any assignment questions at least 48 hours prior to the deadline.

In class activities will take place during regularly scheduled class time and will not be able to be made up outside of class, regardless of the reason for missing. Students will have a few opportunities to make up any points they may miss from such in class activities through extra credit assignments.

In order to succeed in this course, it's imperative to attend class and stay engaged in all coursework. 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 in order for me to help you, communication is key. Also remember that much more can be done if you reach out early on in the semester - if you wait until the middle of April, 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 to enter your course and read the instructions on the welcoming page

Course and Assignment Expectations

Course work will be accomplished every week, including readings, assignments and quizzes to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Time), which may vary by assignment, so make sure to check each individual due date and time to ensure that you post by the deadline.

Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of strategic media is having a polished written concept of what you are communicating. This includes all class work 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. If you need help with writing and citing sources, please see me for resources.

Chat GPT / 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.

Repetition of Courses and Coursework

Students 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. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

Questions about Grades

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. Additionally, you are responsible for tracking your grade and meeting with me early in the semester if you are concerned about your overall grade. Meeting early and often can help both parties involved 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

Final assignment, regardless of which offense: Automatic 0 on assignment

****Any instances of plagiarism may result in a note being added to your department file and reported to the office of student affairs.**

Missed Exams and Late work

Unless there is a documented emergency, you cannot make up an exam. However, there is an additional optional exam built into the course which will allow you to drop the lowest exam grade of any of the exams so you can make up one exam. On the MyLab assignments I will not impose a late penalty, but all work will all have to be turned in during the last week of regular classes.

If at any point you feel yourself falling behind, please reach out to me as soon as possible so we can work together to make a plan for you to get caught up. I'm happy to help each and every student catch up and not fall behind, but that help requires you to take on the responsibility of communication. If I don't know, I can't help you.

Attendance

Attendance is mandatory. You will be the most successful in this class if you attend regularly, participate in class discussions, and stay engaged with lectures and activities. I understand that life happens, so I will give you **three "no questions asked" absences** that will not count against you to account for sickness, car troubles, funerals, football games or any other reason – **DO NOT provide me with an excuse**. However, any student who **misses 4 or more classes for whatever reason [except official university sanctioned excuses] will lose 5% of the final grade per missed class (4 missed classes = -5%, 5 = -10% etc.)**. I may, after due warning, prohibit further attendance in the courses in such cases. You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. Anyone arriving more than 10 minutes late for class will be noted as absent, and his or her class participation grade will suffer as a result. In class activities done in your absence cannot be made up.

However, I offer the **option** for all students to **make up missed classes meetings by writing a 500-word reflection paper** about the content covered in the class that day based on my provided PowerPoints and the textbook. If the reflection paper shows adequately that learned the lesson of the day, I will not count your absence. Please note that the reflection papers need to show your own thoughts (and personal examples) directly tied to my notes and the textbook in order to get credit – I am good at spotting AI slop so please don't try it, I will not accept the paper and report you for plagiarism. All

reflection papers need to be received at least two weeks before finals week.

Grading

The evaluation of coursework will be based on the student's performance in four major areas, each of which constitutes a proportion of the final grade. The area and allocations for each are as follows:

- | | |
|-------------------------------------|-----|
| • 4x Exams | 60% |
| • Pearson MyLab Quizzes & Mini Sims | 40% |

Grade Concerns

Please talk to me at any time if you have questions or concerns about the course. My objective for the course is to make it a positive learning experience that will prepare you for a future career in strategic communications. I am here to guide you, not hinder you. My main goal is for you to learn and to love your area of study. **If you need help or have questions, please ask!**

Honors Component

If you are taking this class as an honors class, you will need to fulfill the honors project requirement in addition to the executive summary. For the honors project requirement, you will be able to choose from one of the following options:

1. Research paper explaining an issue or specific topic in PR; topic to be approved with instructor
2. Public relations, Advertising or Social Media project which goes into detail on the topic and will require research, strategic thinking and application of course concepts
3. Presentation covering a specific skillset in PR with actionable items on how to be successful; topic must be approved with instructor
4. Feature story that includes 3-5 interview sources based on what people think PR is/where the field is headed
5. Podcast about a specific topic in PR, can be completed with another student*
6. Historical backgrounder about public relations that outlines major accomplishments, changes, and key players in the field or public relations
7. Organization Media Audit

****Regardless of choice of requirement, specific assignments must be approved with instructor for each student at least three weeks prior to the deadline. More specific expectations and details for each option will be provided upon approval. I recommend meeting with me during office hours to flesh out the details of the honors requirement. The honors component is completely separate from any other class requirements, and a different class assignment cannot be used to fulfill the honors component.**

Assignment Breakdown

Exams:

There will be four multiple choice and true/false exams held during the regularly scheduled class periods/final date. There is also an OPTIONAL final 5th exam that will be cumulative and cover material from the entire semester - which can be used to replace any one exam (if the grade is better than before). All exams are weighted equally. Exams are designed to test the student's knowledge of the main ideas covered in each of the readings, handouts, guest speakers, and class discussions as specified in the syllabus.

There Are No Make-Up Exams: If you miss an exam, you will receive a grade of zero for that test. **Documented exceptions for extreme circumstances** will be considered and **must be discussed with the instructor prior to missing the exam if possible.**

Pearson MyLab:

The class will utilize the excellent resources available from the textbook. You will be assigned Mini Sims & Quizzes for nearly every text chapter, and the majority are to be completed by the start of class for which that reading is due. Mini Sims & Quizzes are not listed on the course schedule, but rather they are assigned with appropriate deadlines on MyLab, which is accessible via eCampus. You will be notified, and you will see the assigned Mini Sims & Quizzes on the MyLab Course Home. Mini Sims are a fun, active way to engage with and apply the course content in preparation for that day's class discussion and activities. They only take an average of 8 minutes to complete, so they are not time consuming. Consider them an add-on to your chapter readings, and do them after you read the assigned text readings. Note: You are **welcome to do the quizzes and Mini Sims ahead of time** (and read the chapters) but **once the assigned deadline has passed, I will not reopen the assignment.**

- **Mini Simulations:** You will be required to complete multiple Mini Sims (Mini Simulations), which are assignments found in the MyLab (accessible through our course eCampus site). When working on a Mini Sim, you will be given a business situation or challenge and asked to make a series of decisions. As in any business situation, there are multiple approaches you can take, though there will always be the "best" choice, an "ok" choice, and a "not the best" choice. To provide you with an authentic, real-world business experience, the Mini Sims were designed with multiple decision choices that lead you down different scenario paths. You will be given specific feedback about the decision you made after each choice. You will also receive a score at the end of each Mini Sim based on your performance across all of the decision points. Some Mini Sims are more difficult than others, so **it's absolutely essential that you read the correct text chapter before starting** any simulation. Why are these relevant? Mini Sims help facilitate an active-learning experience and allow you to engage with and apply the course concepts in each chapter. Research has suggested that Mini Sims help students improve understanding and retention because you are engaged in applying course concepts to real-world scenarios, helping you to understand the importance of content in our course.
- **Quizzes:** You will also be required to complete multiple Quizzes (Chapter Quizzes), which are assignments found in the MyLab (accessible through our course eCampus site). They will help you greatly to prepare for the Exams in the class. As they are primarily meant to be a preparation for the Exam, you will have **three attempts to complete each quiz**, meaning that there shouldn't be any reason not to get full points on them if you meet the deadline.

Extra Credit

The purpose of the class is to expose you to different aspects of Strategic Media. If the opportunity presents itself, I will provide extra credit assignment opportunities to the whole class. This is especially true about ethics in ADPR. The Arthur W. Page Center is strengthening the role of ethics education in communications classrooms by offering [free online modules](https://pagecentertraining.psu.edu/) that cover a variety of ethical issues within the public relations industry: <https://pagecentertraining.psu.edu/> Each module comes with a certificate of completion. You will receive 1% of extra points for each module that you complete and submit on canvas by the deadline up to a total of 5% points of the final grade (for completing 5 modules).

Formatting

All assignments should be turned in as a .DOC or .PDF file unless otherwise started. If a file is submitted in a format that is not accessible to the professor, the student will have one warning to turn in the correct file within 48 hours of contact. If the file is not turned in within this time frame, faculty is not responsible

for grading the assignment. The student will only receive the warning on one assignment; subsequent file issues will count towards a late grade.

When assignments ask a specific question, students are encouraged to write out the question before answering in their turned in document.

This is a basic weekly schedule for topics and major assignments over the course of 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. All assignments are due on Sunday at 11:59 p.m. C.T. unless otherwise noted.

COURSE SCHEDULE

Week 1 [August 25-31] Welcome & Introduction to Strategic Media

Day 1: *Welcome*

Day 2: *Introduction to Strategic Media: What is strategy?*

Readings/Media: Syllabus

Assignments: "Get Started with MyLab Marketing" due Sunday

Week 2 [September 1 - 7] Strategic Brand Communication

Day 3: *Labor Day – NO CLASS*

Day 4: *Strategic Brand Communication*

Readings/Media: Chapter 1

Assignments: Quiz Ch 1 Quiz & Ch 1 Mini Sim due Sunday

Week 3 [September 8 - 14] Advertising & Public Relations

Day 5: *Advertising*

Day 6: *Public Relations*

Readings/Media: Chapter 2 & 3

Assignments: Quizzes Ch 2 & 3 & Ch 2 Mini Sim due Sunday

Week 4 [September 15 - 21] Marketing and Promotions

Day 7: *Action and Interaction: Direct Response and Promotions*

Day 8: *Marketing – Guest Lecture: Anja Fessmann, MBA*

Readings/Media: Chapter 4

Assignments: Quiz 4 and **Exam I (Moriarty Ch 1-4)** due Sunday

Week 5 [September 22 - 28] Communication & CSR

Day 9: *How Brand Communications Works*

Day 10: *Corporate Social Responsibility – Guest Lecture: Anja Fessmann, MBA*

Readings/Media: Chapter 5

Assignments: Quiz Ch 5 & Ch 5 Mini Sim due Sunday

Week 6 [September 29 – October 5] Research

Day 11: *Strategic Research I*

Day 12: *Strategic Research II*

Readings/Media: Chapter 6

Assignments: Quiz Ch 6 & Ch 6 Mini Sim due Sunday

Week 7 [October 6- 12] Target Segmentation

Day 13: *Segmenting and Targeting the Audience*

Day 14: *Guest Lecture*

Readings/Media: Chapter 7

Assignments: Quiz Ch 7 **due Friday**

Week 8 [October 13- 19] Fall Break & Strategic Planning

Monday: **No Class!**

Day 15: *Strategic Planning*

Readings/Media: Chapter 8

Assignments: Quiz Ch 8 & Ch 8 Mini Sim and **Exam II (Moriarty Ch 5-8)** due Sunday

Week 9 [October 20- 26] The Creative Side & Promotional Writing

Day 16: *Creative Side*

Day 17: *Promotional Writing*

Readings/Media: Chapters 9 & 10

Assignments: Quizzes Ch 9 & Ch 10 due Sunday

Week 10 [October 27 – November 2] Visual Communications & Media Basics

Day 18: *Visual Communications*

Day 19: *Media Basics*

Readings/Media: *Chapters 11 & 12*

Assignments: Quizzes Ch 11 & Ch 12 due Sunday

Week 11 [November 3 - 9] Paid Media

Day 20: *Paid Media*

Day 21: Guest Speaker / Special Topic

Readings/Media: *Chapter 13*

Assignments: Quiz Ch 13 & Ch 13 Mini Sim v

Week 12 [November 10 - 16] PESO & Media Planning

Day 22: *Owned, Interactive, and Earned Media*

Day 23: *Media Planning and Negotiation*

Readings/Media: *Chapters 14 & 15*

Assignments: Quizzes Ch 14 & Ch 15 due Sunday

Week 13 [November 17 - 23] IMC Management & Evaluation

Day 24: *Evaluating IMC Effectiveness*

Day 25: *Crisis Management & Health Communication*

Readings: *Chapters 16 & 17*

Assignments: Quizzes Ch 16 - 17 & Ch 16 Mini Sim due Sunday. Honor's project due.

Week 14 [November 24 - 30] Media Ethics, Stewardship & Public Interest Communications

Day 26: *Media Ethics, Stewardship & Public Interest Communications*

Wednesday: Thanksgiving – **No Class!**

Readings: Chapter 18

Assignments: Quizzes Ch 18, Ch 18 Mini Sim and **Exam IV (Moriarty Ch 14-18)** due Tuesday

Week 15 [December 1 - 7] Study Days

Monday: **No Class!**

Assignments: **OPTIONAL: Extra Credit** and **Honor's project due Monday.**

Week 16 [December 8 - 14] Finals Week

Assignments: **OPTIONAL: Exam V (Comprehensive)** due Wednesday **Dec. 10** - Replaces grade of another exam if better than before

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 JRSJ 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.