

Integrated Strategic Management

JRSM 7418-M50

Summer 2021

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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.

Prerequisites

Graduate status

Purpose

The purpose of this course is to introduce the concept of the singular message that is integrated through the use of advertising, public relations, marketing 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. Additionally, we will look at the role of strategic manager and counselor to organizational leadership.

Textbooks, Software and Required Materials

Percy, L. (2018). Strategic Integrated Marketing Communications (3rd ed). New York: Routledge. ISBN 9-781-1380-5832-3

Additional readings and supplemental material will be provided via eCourseware.

Asynchronous Class Format

This course is delivered online in an asynchronous format. There is no required meeting time.

Accessing the course website

1. Go to the University of Memphis eLearn home page:
<http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Summer 2021 course list available to you, click on the link for JRSM 7418-M50 to enter.

GRADING AND COURSE ASSIGNMENTS

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on eCourseware. Deadlines will be listed on each assignment. All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted.

Discussion posts, (various deadlines) 15%. You will each write a 350 to 400-word response to a discussion prompt each week. Your posts and comments should demonstrate knowledge of the concepts found in the week's readings and the course content. These discussions are designed to allow you to engage and synthesize the readings. **Your original discussion post should be completed NLT 11:59 p.m. each Thursday** to allow time for you to read and respond to your peer's posts. **You must respond to at least one of your peer's posts NLT 11:59 p.m. on Sunday.** Your 200 to 300-word response should be well-thought-out and continue the conversation.

Assignments (various deadlines), 25%. Assignments meant to reinforce concepts and skills.

Quizzes (various deadlines), 20%. There will be quizzes on the readings. Quizzes will be administered on eCourseware.

Final Project Thursday, Aug. 5), 40%. Details for the final project will be provided on eCourseware.

Grading

Discussion posts	15%
Assignments	25%
Quizzes	20%
Final project	40%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4% B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4% C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4% D+ = 66.5-69.4%; D = 59.5-66.4% F 0-59.4%

Other issues

Contacting me. The best and quickest way to contact me is via email (ksmarks@memphis.edu). Do not use the email within eCourseware, use my Memphis.edu email. I will respond to email within 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

JOURNALISM AND STRATEGIC MEDIA POLICIES

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 email forwarded to that account. You should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. You are required to check your email daily. You are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set

the policy for their specific classes.

Attendance

Class attendance is mandatory in 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 with the class professor. You may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

Journalism and Strategic Media is a professional program, and you are expected to understand and comply with deadlines. If you have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. You should consider this class as a “job” in the educational process and be on time just as you would elsewhere.

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and 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 punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking your dismissal from the University.

Further, as this is a journalism and strategic media class, you 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 rating originality of your ideas. Also, to evaluate proper use and assignment of sources. As part of this process, you may be required to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. 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. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

You are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, you can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, log in to MyMemphis using your UUIDs 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. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. If you need an extension on an assignment, you must receive approval from the instructor. Exceptions will be made for reasonable circumstances if you notify the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation.

Disability and accommodations

If you need an accommodation based on the impact of a disability, you should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for documented disabilities.

Diversity and inclusivity

You 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, you are expected to consider your work through a diverse mind. Media reach a mass audience, and you 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, you will still be responsible for that day's work.

Student support

If you are experiencing personal or academic challenges including, but not limited to, food or housing issues, family needs, or other stressors, you should visit the Office of Student Accountability, Outreach & Support page to learn about resources that are available to help: <https://www.memphis.edu/saos/sos/crisis-resources.php>.

If you are facing personal challenges including, but not limited to, securing food or housing and believe this may affect your performance in the course, you are urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. You may also talk with course instructor about the challenges you are experiencing. Your instructor may be able to assist in connecting you with campus or community support.

COVID-19 protocols for this course

Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Resources

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.