

**COMM 2580 - 301:  
Strategic Communication Theory & Practice**

<u>TIME:</u>	Tue/Thu 2:30 – 3:50	<u>INSTRUCTOR:</u>	Dr. Sejin Kim
<u>PLACE:</u>	U 402	<u>OFFICE HOURS:</u>	Mon & Wed 2:00-3:00, or by appoint.
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**Course Description:**

COMM 2580 introduces students to strategic communication theory and practice which is the foundation of several professional activities (e.g., public relations, advertising, marketing, and health promotion). Students will learn strategic communication basics (e.g., segmentation, targeting, branding, positioning), strategic communication planning (e.g., the RACE model, the Strategic Communication Planning Matrix) as well as become familiar with foundational research in persuasion and social influence (e.g., consistency theories, stages of change, Cialdini's six loci of influence). The course prepares students for professional practice and/or advanced study in strategic communication.

**Learning Objectives:**

- Find and utilize marketing research databases
- Identify key publics & target markets
- Craft meaningful goals & objectives
- Craft effective strategies & tactics
- Identify suitable metrics for evaluation
- Perform basic evaluation
- Learn foundational strategic communication theories

**Required Texts:**

Tybout, A. M., & Calder, B. J. (2010). [\*Kellogg on Marketing\*](#) (2<sup>nd</sup> Edition). Hoboken, NJ: Wiley & Sons.

(Access to E-textbook via the Marriot Library Website: Instructions will be given to you via Canvas)

***Class Attendance / Participation.*** Participating in class is a very important part of the learning experience. With appropriate notice to the instructor, the following absences will be excused: participation in university-sanctioned activities (please refer to “make-up exam policy” section for more examples). Students who miss a class should notify the instructor and their group members. Coming to class late and leaving class early without notifying the instructor can count as absences.

**Requirements and Grading:**

Assignment	% of final grade
Attendance/In-class participation	15% (10/5)
Test #1	15%
Test #2	20%
Test #3	20%
Test #4	30%

**Plus/Minus System:**

COM 2580 uses a plus/minus system. More details concerning the grading scheme are included below.

**Grade Calculation:**

One's course grade will be determined by the (weighted) average of the grades on the tests. Each test will receive a percentage (and a letter grade to help students interpret their score), with numerical equivalents as follows:

A	93 – 100	C	75 – 77
A-	90 – 92	C-	72 – 74
B+	87 – 89	D+	69 – 71
B	84 – 86	D	65 – 68
B-	81 – 83	E	below 65
C+	78 – 80		

**Note:** Course grade percentages are rounded up from .5-.9%, and rounded down from .0-.4%.

There will be no make-up exams, except in rare pre-approved situations and last-minute emergencies, both of which **require documentation**.

If you have any pre-existing conflict with one of the exams, you must receive approval from Dr. Kim at the beginning of the semester to schedule a make-up exam. Emergencies that arise on the day of the exam will also need **official documentation**, including:

- auto accidents (police report)
- health emergencies which require hospitalization (note from the attending physician)
- death in the family (copy of the obituary).

For any hospitalization, you must contact Dr. Kim **before** the exam is scheduled to begin.

Not feeling well on the day of the exam, including having a headache, stomach ache, or a cold is **NOT** sufficient to be allowed a make-up exam. In order to be excused from an exam due to medical condition, a student's illness must be severe and require hospitalization. In addition, a scheduled or unscheduled doctor appointment is **NOT** an excused absence. A note from the IGC medical clinic does not qualify a student for an excused absence.

**\*\* Texting via cellular phones and browsing laptops are NOT allowed during the class time period.**

## UNIVERSITY AND COURSE POLICIES

1. ***The Americans with Disabilities Act.*** The University of Utah Asia Campus seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the UAC Office of the Dean of Students – [randy.mccrillis@utah.edu](mailto:randy.mccrillis@utah.edu). The UAC Office of the Dean of Students will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in an alternative format with prior notification to the UAC Office of the Dean of Students.
2. ***Sexual Misconduct.*** Title IX makes it clear that violence and harassment based on sex and gender (which Includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran’s status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the UAC Office of the Dean of Students – [randy.mccrillis@utah.edu](mailto:randy.mccrillis@utah.edu). For support and confidential consultation, contact the UAC Mental Health Counseling, 3052 Multi-complex Building, 032-626-6142.
3. ***Student Code of Conduct.*** All students are expected to maintain professional behavior in the classroom setting as outlined in the Code of Student Rights and Responsibilities, Policy 6-400 of the University Regulations Library (<http://www.regulations.utah.edu/academics/6-400.html>).
4. ***Wellness Statement.*** Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student’s ability to succeed and thrive at the University of Utah Asia Campus. For helpful resources, contact the UAC Mental Health Counseling Center; [asiacampus.utah.edu/mental-health-counseling-center/](http://asiacampus.utah.edu/mental-health-counseling-center/); 0326266142. You can make an appointment using this link: <https://appointmentwithjan.as.me/schedule.php>.
5. ***Language Policy.*** The University of Utah Asia campus is committed to providing and fostering an environment that is safe and free from prohibited discrimination. The following language policy applies to all academic and administrative units of the University and to all members of the University community, including faculty, staff, and students. English is recognized as the official language of instruction, assessment, and curriculum. In addition, English is the official language for all administrative and business related matters of the University.

*All persons, including students in the class, are prohibited from distributing the course materials.*

### **Academic Misconduct**

Academic Misconduct includes, but is not limited to, cheating, misrepresenting one's work, inappropriately collaborating, plagiarism, and fabrication or falsification of information, as defined further below. It also includes facilitating academic misconduct by intentionally helping or attempting to help another to commit an act of academic misconduct.

1. "Cheating" involves the unauthorized possession or use of information, materials, notes, study aids, or other devices in any academic exercise, or the unauthorized communication with another person during such an exercise. Common examples of cheating include, but are not limited to, copying from another student's examination, submitting work for an in-class exam that has been prepared in advance, violating rules governing the administration of exams, having another person take an exam, altering one's work after the work has been returned and before resubmitting it, or violating any rules relating to academic conduct of a course or program.
2. Misrepresenting one's work includes, but is not limited to, representing material prepared by another as one's own work, or submitting the same work in more than one course without prior permission of both faculty members.
3. "Plagiarism" means the intentional unacknowledged use or incorporation of any other person's work in, or as a basis for, one's own work offered for academic consideration or credit or for public presentation. Plagiarism includes, but is not limited to, representing as one's own, without attribution, any other individual's words, phrasing, ideas, sequence of ideas, information or any other mode or content of expression.
4. "Fabrication" or "falsification" includes reporting experiments or measurements or statistical analyses never performed; manipulating or altering data or other manifestations of research to achieve a desired result; falsifying or misrepresenting background information, credentials or other academically relevant information; or selective reporting, including the deliberate suppression of conflicting or unwanted data. It does not include honest error or honest differences in interpretations or judgments of data and/or results.

Please refer to the University of Utah Student Handbook and University of Utah online catalog (<http://www.regulations.utah.edu/academics/6-400.html>) regarding policies and procedures for grading, attendance, course incompletes, and academic honesty.

**COVID Related Absences:**

If you have COVID-19 symptoms, including fever or respiratory symptoms such as cough, phlegm, sore throat, and nasal congestion, you should notify your instructor immediately, call the KCDC for testing guidance, and stay home based on the KCDC's directive. You can return to class if you are clear from COVID-19 symptoms. In order to be excused from your courses, you will need an official medical certification.

*Self-quarantine Statement*

The University of Utah Asia Campus expects regular attendance at all class meetings. Given the current situation with COVID-19, we have created the following guidelines.

1. If a student has completed less than 50% of the course and is required to self-quarantine, we suggest that the student withdraw from the course. In this situation, all tuition will be refunded with appropriate medical documentation
2. If a student has completed 50-75% of the course and is required to self-quarantine, the Assistant Dean of Students Office will work with the faculty and student to determine the best scenario. If the decision is to withdraw from a course, all tuition will be refunded with appropriate medical documentation.
3. If a student has completed over 75% of the course and is required to self-quarantine, the student and faculty will work together to ensure that the student is able to complete the course. If the student is unable to finish all coursework during the course, a student may receive the mark "I" (incomplete) and work to complete all remaining coursework in consultation with the instructor.

*Zoom Session Statements*

If this course must host Zoom sessions, the University of Utah Asia Campus requires that all students turn on their cameras during the entire course and post their full name in English. We ask that students try to locate a quiet space that will allow for ample social distancing and that students not wear a mask if possible. If a student has financial difficulty obtaining the appropriate equipment for online courses, the UAC can help provide resources.

It is recommended that Zoom sessions be conducted synchronously. Faculty are not required to record their zoom sessions; this is an individual faculty decision.

*Please note this syllabus is subject to change by announcement.*

Date	General Topic	Specific Topics Covered
<b>Unit 1: Strategic Communication Basics</b>		
Feb. 23	First Day	Activities
Feb. 25	Introduction	Course overview; creating customers/markets Read: Chapter 1 (Tybout & Calder)
Mar. 2	Segmentation & Targeting	Introduction to market segmentation and targeting Read: Chapter 2 (Tybout & Calder) Optional Reading: Ch. 13 (Tybout & Calder)
Mar. 4	Secondary Marketing Research	Finding and using marketing data Read: Chapter 3 (Tybout & Calder) Optional Reading: Ch. 18 (Tybout & Calder)
Mar. 9	Positioning	Introduction to brand/product positioning Read: Ch. 4 & 5 (Tybout & Calder) Optional Reading: Ch. 7 (Tybout & Calder)
Mar. 11	Evaluation & Metrics	Marketing metrics Read: No reading
Mar. 16	<b>Exam 1</b>	Questions on Unit 1
<b>Unit 2: Strategic Communication &amp; Branding (An Advertising Perspective)</b>		
Mar. 18	Introduction to Strategic Communication & Branding	Creating brands; differentiation, extension; brand communities Read: Ch. 6 (Tybout & Calder) Optional Reading: Ch. 14 (Tybout & Calder)
Mar. 23	Brand Stories	Recovering the history of a brand Read: No reading
Mar. 25	Primary Marketing Research	Original data collection Read: No reading
Mar. 30	Innovation	Invention vs. innovation; diffusion of innovations Read: Ch. 13 (Tybout & Calder) Optional Reading: Ch. 16 (Tybout & Calder)
Apr. 1	<b>No Class</b>	Spring Break
Apr. 6	Brands in the Digital World	Branding; Digital Strategy Read: No reading
Apr. 8	<b>Exam 2</b>	Questions on Unit 2
<b>Unit 3: Strategic Communication Planning (A PR Perspective)</b>		
Apr. 13	Introduction to Strategic Communication Planning	Trust; RACE model; Marriott School's Strategic Communication Planning Matrix
Apr. 15	What do Customers really want: Pricing & Assortment	Sandwich strategy; product assortment issues
Apr. 20	Where are Your Customers: Kickstarting	Kickstarter Read: No reading
Apr. 22	What Kind of People are Your Customers: Understanding Personality	Big 5 Personality Traits; Sensation Seeking Read: No reading
Apr. 27	Keeping Your Customers	Inoculation Theory
Apr. 29	<b>Exam 3</b>	Questions on Unit 3

<b>Unit 4: Strategic Communication – 6 Loci of Persuasion (A Research Perspective)</b>		
May 4	<b>No Class</b>	Reading Day
May 6	Introduction to 6 Loci of Persuasion	Introduction to 6 loci of influence Read: Chapter 1 (Cialdini)
May 11	Reciprocation	Reciprocation Read: Chapter 2 (Cialdini)
May 13	Commitment & Consistency: Part 1	Commitment and Consistency 1 Read: Chapter 3 (Cialdini)
May 18	Commitment & Consistency: Part 2	Commitment and Consistency 2 Read: Chapter 3 (Cialdini)
May 20	Social Proof	Social Proof Read: Chapter 4 (Cialdini)
May 25	Liking	Liking Read: Chapter 5 (Cialdini)
May 27	Scarcity	Scarcity Read: Chapter 7 (Cialdini)
Jun. 1	Exam Review	
Jun. 3	<b>Exam 4</b>	Questions on Unit 4

\***There is no separate Final Exam** in COMM 2580. Thus, June 3rd is the last day of class.