STRATEGIC MEDIA
MCM 470.500
SPRING 2016

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Office: BO 302
Office hours: 8-10 a.m. MWF
             8-10 TR
             And by appointment

Department: Mass Communication
Class Location: Online
Class Times: Online

Course Description:

Strategic Media - Introduction to the agency side of advertising and public
relations. Students learn about the role of media strategy and decision
making from the more traditional practice of media planning and
interactive media. Prerequisites: MCM 307 and 380.

Program Learning Outcomes:

1. Demonstrate the ability to write effectively across a variety of platforms
   appropriate to the discipline.
2. Gather, analyze, organize and synthesize information on contemporary
   topics to develop a news story
3. Demonstrate the application of contemporary technology, terminology
   and techniques in the news gathering process.
4. Understand effective visual language and how to apply it to convey
   message and enhance the communication process.

Strategic Communication Concentration PLOs:

1. Demonstrate the ability to construct and create an advertising and
   public relations campaign effectively in written form utilizing multimedia
   platforms.
2. Analyze and apply data relevant to advertising or public relations.
3. Demonstrate the application of media technology and terminology to
   develop advertising or public relations campaigns.
4. Understand effective visual language and how to apply it to build
   creative advertising or public relations messages.
Student Learning Outcomes:

1. Demonstrate strong creativity, advertising ability and journalistic writing in creating advertising. Analyze the elements that make an ad unique.
2. Research an advertiser using libraries, archives, documents, databases and electronic sources.
3. Assess advertising campaign effectiveness using at least two media formats in both written and visual form.
4. Demonstrate the ability to work within professional standards and deadline

Text and Materials:

Course Requirements:
Students will learn about the importance of strategy in advertising and public relations. Practical applications and case studies advance students’ knowledge of this pivotal piece of successful advertising and public relations.

Course Calendar:
Go to Calendar in this Getting Started module.

Grading Policy:
Students will receive grades and feedback for each assignment.

Grades will be determined on a standard point basis. Discussion grades are 10 points each; papers are 100 points each.

The exact breakdown each:
- 12 Quizzes: 1200 points
- 12 Discussions: 120 points
- Final Exam: 200 points
- Total available: 1520 points

Grading Policy:
A= 1400-1520 points
B= 1300-1399 points
C= 1200-1299 points
D= 1100-1199 points
F= 0-1199 points

Attendance Policy:
Absences: Missing an assignment will result in grade of zero for that assignment. Failing to submit an assignment is equivalent to an absence. Excuses are
considered only when conditions are clearly beyond the student’s control and must be documented. A copy of the excuse will be kept in the files. On the eighth unexcused absence, you will receive an F for the course.

**Attendance:** Students who have perfect attendance (no missed assignments, excused or not excused) will receive a special privilege. AFTER the final and weekly grades are added together the grades of those students will be rounded up; for example, from 69 to 70, from 79 to 80, from 89 to 90 or from 99 to 100.

**Late work:** Late work is not accepted except for approved university activity, personal or family illness or other documented emergency.

**Academic Integrity (4.1)**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:

- using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class;
- falsification or invention of any information, including citations, on an assignment; and/or,
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism include, but are not limited to:

- submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another;
- submitting a work that has been purchased or otherwise obtained from the internet or another source; and,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author due credit.

Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)

**Withheld Grades Semester Grades Policy (A-54)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically
become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Students with Disabilities**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Acceptable Student Behavior**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**Boynton Lab Schedule:** The Boynton LAB will be available for weekly use. The LAB schedule will be posted by the second week of the semester. Questions, comments, complaints are welcome and should be directed to Mr. Patterson during office hours.

**Lab Facility, Computers And Printers:** Food and/or drinks are not allowed in the LAB due to the nature of the equipment. Please help us with this policy by being responsible for yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 LAB) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. LAB assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the LAB assistant.

**Calendar is listed separately in this Getting Started module. All assignments and dates are subject to change at the discretion of the professor.**
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<thead>
<tr>
<th>Date</th>
<th>Assigned reading</th>
<th>Task</th>
<th>Time</th>
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<tbody>
<tr>
<td>Monday, Jan 18</td>
<td>Martin Luther King</td>
<td>NO CLASS</td>
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| Tuesday, Jan 19    | In Getting Started content module: Syllabus, calendar, technical help, your instructor. | Read the Getting Started module in D2L for MCM 470.500  
Complete and turn in the discussion: Your strategy                                                                                      | Optional: Print out calendar & syllabus  
Discussion, “Your Strategy” open: 5 a.m.  
Close 5 a.m. the next morning                                |
| Thursday, Jan 21   | What is strategic media?                                                          | Read & discuss http://www.idea.org/blog/2011/03/16/what-is-strategic-communications/                                                                                                                  | Discussion, “What is strategic media?”  
Open: 5 a.m.  
Close 5 a.m. the next morning                      |
| Tues, Jan 26       | Module 1, Chapter 1: Overview and strategy blueprint                             | Read the online content and read Chapter 1 in the book Strategic Marketing: Creating Competitive advantage. Take Quiz 1 in D2L. It can be reached in Content Chapter 1 or by going to Quizzes in Course Tools | Quiz 1, Chapter 1.  
Open: 5 a.m.  
Close 11:30 pm.                                      |
| Thursday, Jan 28   | Read Chapter 1 Case Study, ESCO and BMC                                           | Read and discuss the case study of “ESCO and BMW.” (links to these websites online)                                                                                                                 | Discussion 1, open: 5 a.m.  
Close 5 a.m. the next morning                          |
| Tuesday, Feb 2     | Module 1, Chapter 2: Marketing strategy: analysis and perspective                 | Read the online summary then and chapter 2. Take Quiz 2 on Chapter 2.                                                                                                                               | Quiz 2, open: 5 a.m.  
Close 11:30 pm.                                      |
| Thursday, Feb 4    | Read Chapter 2 Case Study, Plymouth Citybus                                     | Read and discuss the Case study, “Plymouth Citybus” p. 29 in Strategic Marketing                                                                                                                     | Discussion 2, open: 5 a.m.  
Close 5 a.m. the next morning                          |
| Tuesday, Feb 9     | Module 2 Chapter 3: Environmental and internal analysis: market information and intelligence | Read the online content and chapter 3. Quiz 3: Chapter 3                                                                                                                                               | Quiz 3, open: 5 a.m.  
Close 11:30 pm.                                      |
<p>| Thursday, Feb 11   | Read Chapter 3 and discuss Burger Wars.                                           | Read and discuss “Burger Wars” in the discussion                                                                                                                                                | Discussion 3, open: 5 a.m.                |</p>
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<th>Date</th>
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<tr>
<td>Tuesday, Feb 16</td>
<td>Read Module 3, Chapter 4: Strategic marketing decisions, choices and mistakes</td>
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| Thursday, Feb 18   | Read and discuss the case study Chapter 4, Michael Kors & Coach           | Discuss the case study on Michael Kors and Coach. P. 143 in *Strategic Marketing*
| Tuesday, Feb 23    | Chapter 5: Branding strategies                                            | Read the online content and chapter 5. Quiz 5 on Chapter 5. |
| Thursday, Feb 25   | Read and discuss the case study, Chapter 5, “Celebrities”                 | Read and discuss the case study on celebrity endorsers. P. 180 in *Strategic Marketing*
| Tuesday, Mar 1     | Read the online content and chapter Chapter 6: Branding strategies.        | Read the summary in Content then read Chapter 6. Take Quiz 6. |
| Thursday, Mar 3    | Read and discuss Chapter 6 end of chapter 6 case study, IKEA.             | Read and discuss the Chapter 6 case study on IKEA. P. 212 in *Strategic Marketing*
| Tuesday, Mar 8     | Read the online content and chapter. Chapter 7: Relational and sustainability strategies | Read the chapter and take Quiz 7: Relational and sustainability strategies |
| Thurs, Mar 10      | Read and discuss Chapter 7 case study “Faux Relationships.”              | Read and discuss “the Chapter 7 case study ”Faux Relationships” p. 246 in *Strategic Marketing*
| Saturday, Mar 12-20| SPRING BREAK                                                              | NO CLASS |
| Tuesday, Mar 22    | Read the online content and chapter, Module 3, Chapter 8: Product innovation and development strategies | No quiz. |
| Thursday, Mar 24-27| EASTER                                                                    | NO CLASS |
| Tuesday, Mar 29    | Read the online content and chapter Chapter 8:                           | Read the chapter and take quiz 8: Product innovation |

Quiz 4, open: 5 a.m. Close 11:30 pm.

Discussion 4, open: 5 a.m. Close 5 a.m. the next morning

Quiz 5, Open: 5 a.m. Close 11:30 pm.

Discussion 5, open: 5 a.m. Close 5 a.m. the next morning

Quiz 6, open: 5 a.m. Close 11:30 pm.

Discussion 6, open: 5 a.m. Close 5 a.m. the next morning

Quiz 7, open: 5 a.m. Close 11:30 pm.

Discussion 7, open: 5 a.m. Close 5 a.m. the next morning

Quiz 8, open: 5 a.m.
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<th>Date</th>
<th>Activity</th>
<th>Reading/Discussion Details</th>
<th>Time*</th>
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<tbody>
<tr>
<td>Thursday, Mar 31</td>
<td>Read and discuss Chapter 8 case study, “Amazon Instant Video”</td>
<td>Discussion Chapter 8, Amazon Instant Video, p. 284 in <em>Strategic Marketing</em></td>
<td>Discussion 8, open: 5 a.m. Close 5 a.m. the next morning</td>
</tr>
<tr>
<td>Tuesday, April 5</td>
<td>Read the online content and chapter. Chapter 9: Service Marketing strategies</td>
<td>Read the chapter and take quiz 9: Service Marketing strategies</td>
<td>Quiz 9, open: 5 a.m. Close 11:30 pm.</td>
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<tr>
<td>Thursday, April 7</td>
<td>Read and discuss Chapter 9 case study, “Shopbots.”</td>
<td>Discussion Chapter 9, “Shopbots,” p. 310 in <em>Strategic Marketing</em></td>
<td>Discussion 9, open: 5 a.m. Close 5 a.m. the next morning</td>
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<tr>
<td>Tuesday, April 12</td>
<td>Read the online content and chapter. Chapter 10: Pricing and distribution strategies</td>
<td>Read the chapter and take quiz 10: Pricing and distribution strategies</td>
<td>Quiz 10, open: 5 a.m. Close 11:30 pm.</td>
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<td>Thursday, April 14</td>
<td>Read and discuss end of chapter Chapter 10 case study Uniqlo</td>
<td>Discussion Chapter 10, Uniqlo, pp. 358 in <em>Strategic Marketing</em></td>
<td>Discussion 10, open: 5 a.m. Close 5 a.m. the next morning</td>
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<tr>
<td>Tuesday, April 19</td>
<td>Read the online content and chapter. Chapter 11: Marketing communications strategy</td>
<td>Read chapter 11 and take quiz 11: Marketing Communications strategies.</td>
<td>Quiz 11, open: 5 a.m. Close 11:30 pm.</td>
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<td>Thursday, April 21</td>
<td>Read and discuss Chapter 11 case study, Oreo Cookies</td>
<td>Discussion Chapter 11, Oreos, p. 393 in <em>Strategic Marketing</em></td>
<td>Discussion 11, open: Open: 5 a.m. Close 5 a.m. the next morning</td>
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<tr>
<td>Tuesday, April 26</td>
<td>Read the online content and chapter. Chapter 12: International marketing strategy</td>
<td>Read Chapter 12 and take Quiz 12: International marketing strategy</td>
<td>Quiz 12, open: 5 a.m. Close 11:30 pm.</td>
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<tr>
<td>Thursday, April 28</td>
<td>Read and discuss Chapter 12 case study, Marketing Las Vegas internationally</td>
<td>Read and discuss Chapter 12 Marketing Las Vegas internationally, p. 437 in <em>Strategic Marketing</em></td>
<td>Discussion 12, open: 5 a.m. Close 5 a.m. the next morning</td>
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<tr>
<td>Tuesday, May 3</td>
<td>Dead week</td>
<td>Online Review for Final</td>
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<tr>
<td>Thursday, May 5</td>
<td>Dead week</td>
<td>Online Review for Final</td>
<td></td>
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<tr>
<td>Tuesday, May 10, 1-3 p.m.</td>
<td>Final</td>
<td>Online D2L</td>
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*Close times may vary depending on the specific requirements of the course or instructor.*