

INTEGRATED COMMUNICATIONS MANAGEMENT

Fall 2018

ADV 370J #06025 /PR 367 #06470

BMC 4.206

MWF Noon to 1 p.m.

PROFESSOR: Tamara Bell, Ph.D.

PHONE: 512.992.3901 (cell)

EMAIL: itamarabell@gmail.com

OFFICE/HOURS: BMC 4.350, Mondays from 3 p.m. to 4 p.m., or by appointment

T.A.: Seo Jeong Heo (Rachel)

PHONE: 512.993.4872 (cell)

EMAIL: heosj5@utexas.edu

OFFICE/HOURS: BMC 4th floor, Station 11, Wednesdays from 1 p.m. to 2 p.m.

PREREQUISITES

Students in this class have successfully completed all prerequisite courses and have a solid foundation in the fundamentals of marketing as well as the various advertising and public relations functional areas. Given the wide range of academic experiences in prerequisite courses, students are required to quickly identify and resolve any gross conflicts, fundamental inconsistencies, or background voids that exist. Because the course requires a common advertising and public relations foundation, students are responsible for timely background leveling.

REQUIRED MATERIAL

- Integrated Brand Promotion Management: Text, Cases, and Exercises
By: Murphy, John; Cunningham, Isabella; and Stavchansky Lewis, Liza
ISBN: 978-0757577918
Publisher: Kendall Hunt Publishing, 2011

COURSE DESCRIPTION

This course will help you develop and refine critical thinking skills that you will use in the working world. Adding to what you have already learned in your previous courses, you will learn a disciplined approach to addressing the varied challenges you will be facing as communications professionals.

Using the case method, you will exercise your analytical skills to tackle a wide range of interconnected advertising and public relations situations similar to what you will encounter on the client and/or agency side of our industries.

COURSE OBJECTIVES

- To present you with a structured, field-tested approach to decision-making that is a practical and useful method for addressing a variety of communications management issues.
- Increase your level of competence and professionalism by helping you sharpen the following skills: strategic and critical thinking; planning; organizational, written, verbal and visual communication; time management; interpersonal and task group (bringing out the best in others).

STUDENT RESPONSIBILITIES

This course requires you to:

- assess problems, isolate key facts, and rank-order salient management issues;
- think in a precise and structured manner, then follow a structured decision-making process;
- make decisions and create action plans appropriate to the situation under consideration;
- efficiently and persuasively write up your analysis and sell your recommendations; then
- defend your case against criticism from your peers and others.

CLASS ATTENDANCE & COMMUNICATION

Attendance and participation is key to doing well in this class. Attendance will be taken and participation will be noted in each class. And by definition, you must be present to earn attendance and participation points. These points cannot be made up at another time.

But if you miss a class, for whatever reason, you are responsible for finding out what happened in that class. ***Don't email me or Rachel*** asking us to summarize the discussion you missed. Check with a classmate for notes.

When you show up, be prepared for discussion. As you read the text, outside readings and cases, do the following: Create a written outline of the material, list unanswered questions, boil the reading down into 4 to 5 sentences or phrases, then ask yourself, "How can I use this on a day-to-day basis?" Think of examples that illustrate and support your interpretation of the case. Find examples that contradict the prevailing position. Quantify your position. Inspect extreme solutions first. Be prepared to respond to a very simple question at all times, "Why do you recommend we do that?"

I will communicate with you outside of class through email. You are responsible for checking your email on a regular basis and are responsible for the content of those emails. Failure to check your email does not excuse you from meeting the responsibilities outlined in the message.

Conversely, email is an excellent way for you to communicate with me. I will respond to your email within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. Many times I will email you back much faster.

COURSE REQUIREMENTS

The Syllabus, Course Calendar, and additional materials will be posted on Canvas. **HOWEVER, YOU WILL SUBMIT DESIGNATED ASSIGNMENTS VIA DROPBOX.**

The schedule is tentative and can change. You are responsible for all changes to the schedule as announced in class and/or on Canvas.

And about Dropbox, **it is your responsibility to make sure that your assignment is in the correct folder by the deadline.** If you're unfamiliar with Dropbox, here's a quick primer: <http://www.wikihow.com/Start-Using-Dropbox> I suggest using the desktop app.

Measure individual performance with a subjective evaluation of participation and preparedness.

The narrative portions of the Murphy, Cunningham, and Stavchansky Lewis text are very short and to the point, reflective of the fact that this course integrates information and concepts presented in depth by prerequisite courses. Class discussions will require your total command of the text material. A demonstrated command of the material coupled with a clear, concise, active presentation style is required to score above average on this dimension.

Significant emphasis is placed on class participation, especially questions, comments, and discussion among peers. You must strike a balance between passive, silent listening and dominating the discussion with ill-conceived or trivial remarks. Neither of these two extreme positions is acceptable. Neither earns you many participation points. Come prepared; take a stand. A lively discussion among peers is the objective. Air your ideas. Rebut others.

Thorough preparation and concise expression are valued. Quality outweighs quantity. Enthusiasm counts. Contribute, don't disrupt. Ask questions. There are no dumb or wrong questions. Throughout your academic career you've heard this phrase. But in ADV370J/PR367, it is imperative that you believe it. This course is filled with uncertainty, inadequate information and not enough time. If you refrain from asking questions, you limit your exposure to fresh insights from others.

Measure individual group participation with a structured peer evaluation system.

Learning to write peer evaluations is a key management skill. Early in your career you will be on the receiving end of many such evaluations. Later, you will be required to assess the professional performance of subordinates in measurable, precisely articulated, easily understood terms. You will begin your understanding of this difficult management task with this required assignment.

Measure individual problem solving and writing skills with case brief assignments.

The core of this course revolves around case brief analyses. A premium is placed on the development of quantitative dimensions in support of case solutions. ****This is the designated assignment to be submitted on Dropbox.****

Measure management team performance based on major management team analyses and presentations.

COURSE EVALUATION

Participation	20
Attendance	30
Team Peer Evaluation	15
Individual Case Briefs* (4)	120
Written Team Analysis	30
Team Presentation	35
TOTAL	250 points

****You have the option of re-writing one individual case brief, due on the last class day. This is an option, not a requirement. If you're satisfied with your individual case brief points, then no need to re-write one. If you're not, then you can submit a re-do.***

Please note that this option CANNOT replace the written team analysis or team class presentation. NOR can it substitute for missing an individual case brief due throughout the semester.

Also note that extra credit will NOT be offered.

Final grades will be determined on the basis of the following rubric. Please note: to ensure fairness, all numbers are absolute, and will not be rounded up or down at any stage. For example, a B- will be inclusive of all scores of 80.000 through 83.999%. The University does not recognize the grade of A+.

A = 94-100%

A- = 90-93

B+ = 87-89

B = 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- = 70-73

D+ = 67-69

D = 64-66

D- = 60-63

F = 0-60

WRITING FLAG COURSE

This course carries the Writing Flag. Writing Flag courses are designed to give students experience with writing in an academic discipline. In this class, you can expect to write

regularly during the semester, complete substantial writing projects, and receive feedback from your instructor to help you improve your writing. You will also have the opportunity to revise one or more assignments, and you may be asked to read and discuss your peers' work. You should therefore expect a substantial portion of your grade to come from your written work. Writing Flag classes meet the Core Communications objectives of Critical Thinking, Communication, Teamwork, and Personal Responsibility, established by the Texas Higher Education Coordinating Board.

MOODY COLLEGE WRITING SUPPORT PROGRAM

The Moody College Writing Support Program, located in BMC 3.322, <https://moody.utexas.edu/students/moodywriting>, offers one-on-one assistance without charge to students seeking to improve their professional writing in all fields of communication. In addition, they offer workshops to strengthen core writing skills in each field and to inspire students to strive for excellence. Students may book half-hour appointments through the website or drop in for assistance during all stages of the writing process.

CLASSROOM CONDUCT

Cell phones must be silenced at the beginning of each class. Students may not take calls or answer text and email messages during class time unless it is a dire, life-threatening emergency. Those who violate this policy will be asked to leave the classroom for the remainder of the class period and will be marked absent. Private conversations are not permitted during lectures and in-class discussions.

COURSE STANDARDS AND DEADLINES

- All reading material and project assignments are to be completed **before** class meetings. It helps the quality of class discussion as well as your level of understanding.
- Attendance is required at all class, presentation, and account team meetings. Given the nature of the class, wherein marketing communication account teams make up an essential portion of the course, significant absence from class, team, and other meetings can reduce your final grade in the course by up to two letter grades (see participation grade).
- Management team analyses, individual case briefs, and peer evaluations are due on the scheduled date and time, unless otherwise specified. **Late assignments are scored 0.** Turn in assignments early if you have a conflict with the deadline.
- Team presentations are to be presented using Microsoft Office's PowerPoint or another professional presentation program.
- All work created outside the classroom must be produced on a personal computer and be professional in appearance. Grammar, spelling, and punctuation errors **will** result in a loss of points.

- Any questions or arguments about a grade must be presented in writing within seven (7) days after the points are posted or returned.

UNIVERSITY AND COURSE POLICIES/STUDENT RESPONSIBILITIES

Use of Email for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your email address. You should check your email regularly and frequently—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your email address at <http://www.utexas.edu/its/policies/emailnotify.php>.

University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Policy on Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.

For information on academic integrity and plagiarism, see

<http://catalog.utexas.edu/general-information/the-university/#universitycodeofconduct>

Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

Students with Disabilities

Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community

Engagement, Services for Students with Disabilities. Call 512-471-6259 or visit <http://diversity.utexas.edu/disability/>

Attendance University accepted exceptions

Attendance is required and will be taken. Only with a university recognized absence, including medical emergencies authenticated with a doctor's note or family bereavement confirmed by a signed letter from one of your parents, can you not lost attendance points for that day.

Family reunions or holiday travel are not excusable absences from this class.

If you will miss a class for reasons of religious or military observance you must let us know WELL IN ADVANCE (see UT policy below), not the day before. You will still need to get assignments in a day before or after the due date. Plan ahead.

Religious Holy Days

By UT Austin policy, you must notify your instructor of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time before or after the absence if you give the required advance notification.

Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Counseling and Mental Health Services

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

For immediate support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471-3515 | cmhc.utexas.edu
- CMHC Crisis Line: 24/7 | 512.471.2255 | cmhc.utexas.edu/24hourcounseling.html

CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW - CMA 4.134 | 512-471-7642 (Please leave a message if she is unavailable)

FREE Services at CMHC:

- Brief assessments and referral services
- Mental health & wellness articles - cmhc.utexas.edu/commonconcerns.html
- MindBody Lab - cmhc.utexas.edu/mindbodylab.html

- Classes, workshops & groups - cmhc.utexas.edu/groups.html

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of class instructors. Do not re-enter a building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office.
- Information regarding emergency evacuation routes and emergency procedures can be found at: <http://utexas.edu/emergency>