

JOUR 420 – Lecture, Readings and Assignments Schedule

Public Relations: A Values-Driven Approach (6th ed.) (PR)

Advertising and Society: An Introduction (2nd ed.) (AD)

2018 Social Media Marketing Industry Report (on Blackboard) (SMMIR)

“Harnessing the Science of Persuasion” (on Blackboard) (SCIENCE)

“Experts Weigh In on the Future of Advertising” (on Blackboard) (FUTURE)

January			
T – 22	Introduction to JOUR 420		
R – 24	Integrated Marketing Communication & Consumer Focused Marketing	AD – Chapter 1 PR – Chapter 13	
T – 29	Advertising and PR Comparisons	PR – Chapters 1-2	
R – 31	Historical Perspectives	PR – Chapter 3	
February			
F – 1			Blackboard Quiz 1 <i>Deadline: 11:59 p.m.</i>
T – 5	StratComm Publics and Segmentation	PR – Chapter 4	
R – 7	StratComm Publics and Segmentation	AD – Chapter 13	
T – 12	The Communication Process	PR – Chapter 5	
R – 14	Persuasion	SCIENCE (entire article)	
F – 15			Blackboard Quiz 2 <i>Deadline: 11:59 p.m.</i>
T – 19	Lauren Erickson, KU Marketing Communications Director		
R – 21	Exam		
T – 26	StratComm Research – <i>Introduction to Research Memo Assignment</i>	PR – Chapter 7	
R – 28	StratComm Research		
March			
T – 5	Analyzing Research		
R – 7	Social Media Practices	SMMRI – pp. 4-5 and 11-27	
T – 12	Spring Break		
R – 14	Spring Break		
T – 19	Planning	PR – Chapter 8	
R – 21	Planning -- <i>Introduction to Group Planning Assignment</i>	AD – Chapter 11-12	Research memos and evaluations due
T – 26	Media Selection and Buying	PR – Chapter 9	
R – 28	StratComm Ethics	AD – Chapters 3	
F – 29			Blackboard Quiz 3 <i>Deadline: 11:59 p.m.</i>
April			
T – 2	Mike Swenson, founder and president of Crossroads		
R - 4	Content Marketing		
T - 9	Exam		
R - 11	Cross-Cultural Communication and Diversity in StratComm	AD – Chapters 7-8 PR – Chapter 14	

T - 16	Cyber-Relations and Viral Marketing	AD – Chapter 10 PR – Chapter 11	
R - 18	Crisis Communications	PR – Chapter 12	
T - 23	Submission and Discussion of Group Projects		Group reports and evaluations due
R - 25	Sex, Drugs and Rock 'n Roll	AD – Chapters 5-6 and 9	
F - 26			Blackboard Quiz 4 <i>Deadline: 11:59 p.m.</i>
T – 30	Strategic Communication's Role in Democracy	AD – Chapter 4	
May			
R - 2	The Business of Strategic Communication	AD – Chapter 2	
T - 7	Legal Issues in Strategic Communications	PR – Chapter 15	
R - 9	The Future	AD – Chapter 16 FUTURE (entire article)	
F - 10	Stop Day		
M - 13	Final Exam – 1:30 – 4:00 in 100 SF		