Journ 61-472
Research in Strategic Communication
Fall 2013

Class:	10:20 to 12:40 Wednesday and Friday
Professor:	Dr. Julie Henderson, APR, Fellow PRSA
Office:	Sage 3481
Phone:	424-1105
Email:	henderso@uwosh.edu
Office Hours:	1 to 3 p.m. Tuesday and Thursday 12:40 to 1:50 p.m. Wednesday Friday by appointment

Please note: Assignments and other specifications listed below may change during the course of the semester. If a student misses a class, it is that student's responsibility to determine what announcements he or she may have missed.

Course Description

This course includes a survey of current research methods used in a variety of mass and strategic communication fields, including advertising, public relations, and news. The course draws heavily on research methods developed in the social sciences, such as political science, sociology, and psychology. **Prerequisites:** A grade of "C" or better in Introduction to Journalism and Mass Communication - 61-141, Writing for the Media - 61-221, Editing - 61-224, **or** consent of instructor.

Course Objectives

This course enables the students to:

- Obtain an understanding of the role of research in the process of problem solving in advertising, public relations, and media organizations.
- Gain experience in conducting a research study and summarizing the results in a relevant and appropriate manner.
- Become acquainted with the terminology and concepts of social science research as they relate to mass communications studies.
- Become better consumers of the research they are exposed to in everyday life.

Readings

Required:
Research in Mass Communication: A Practical Guide, by Paula Poindexter and M.E. McCombs

Follow me on Twitter at Dr8tch.
I use the Twitter account to share relevant articles, job postings, etc.

Recommended:
Public Relations Tactics (monthly)
PR Week
Public Relations Strategist
These and other public relations trade publications are available in the Journalism Reading Room.

Academic Integrity

The University of Wisconsin Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work, for **the appropriate citation of sources**, and for respect of others' academic endeavors." (s. UWS 14,01, Wis. Adm. Code).

Students are subject to disciplinary action for academic misconduct, which is defined in s. UWS 14.03, Wis. Adm. Code. ***Students on the UW Oshkosh campus have been suspended from the University for academic misconduct.***

Students are encouraged to review the procedures related to violations of academic honesty as outlined in Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code.

Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS14) should be directed to the Dean of Students Office.

Approach

This course meets four hours per week. Class time will be used for lectures, assignments, and the group project later in the semester.

Do not use lecture time to check on or respond to your email, to surf the Internet, to tweet, or to scan Facebook or MySpace. You will need the information presented during class to complete your project.

Attendance

Attendance is extremely important in both the lecture and laboratory sessions. Assignments may be required to be completed during the lab sessions. Students working in groups are **required** to attend every lab session.

Grading

Final grades will be based on:

Exams --	150 points
Journal Article summary --	25 points
Secondary Research paper	75 points
Final Group Projects --	125 points
Individual Final Project Report --	25 points
	400 points

Grades will be distributed on this basis:*

A	93 - 100%
A-	90 - 92%
B+	87 – 89%
B	83 - 86%
B-	80 - 82%
C+	77 – 79%
C	73 - 76%
C-	70 – 72%
D+	67 – 69%
D	63 - 66%
D-	60 – 62%
F	Less than 60%

***Please note. Percentages will NOT be rounded up. To earn a B-, for example, you must earn at least 80% of the points. Total points of 79.999999% will not be sufficient.**

Exams

Exams will emphasize comprehension of the reading assignments, lectures and discussions. There will be two exams, a midterm and a final. Exams cannot be taken after the scheduled dates. Exams will be a mixture of multiple choice and short essay.

About All Assignments:

- All assignments should always be typed and most should follow the APA stylebook (not to be confused with the AP Stylebook).
- Do not submit assignments via email. You may contact me via email with questions, but please do not submit your assignments this way.
- Assignments are not accepted after the deadline; the resulting grade is a 0, which is worse than an F.

ASSIGNMENTS

Secondary Research paper

Students will be expected to demonstrate their ability to discuss, review, assemble and cite existing research related to one of the final research projects by writing a summary of secondary research on the topic.

Journal article summary

This assignment will involve summarizing an article from the Revista Română de Marketing.

Final Group Project

More information regarding this will be distributed early in the semester once clients have been determined. Students in this class will conduct, in groups, research for a client and prepare a professional final report based on the research.

Among the possible clients are those for the PRSSA and NSAC competitions.

Students are welcome to suggest others ideas. Research relevant to the news/editorial sequence is certainly appropriate.

Professional Conduct and Attitude

This is in reference to the way in which a student interacts with peers, the client, and the professor. Students are expected to take on the role of a team member, that is, to do their share of the work required for a successful project to be completed.

Individual Final Project Report

This assignment is optional. If a student feels his or her peer evaluations may be inaccurate, that student is encouraged to prepare a separate 1-2 page report outlining responsibilities accepted, duties accomplished, deadlines met, etc.

It is very important that you read the instructions for each assignment that will be provided in separate handouts.

You should not assume you know what is required unless you read the instructions carefully.

Students frequently lose significant points from assignments because they do not read the instructions. The information contained in this syllabus is simply an overview, not a detailed account of requirements.

About Using the Computer Lab.

SAVE EARLY AND OFTEN – SAVE EARLY AND OFTEN

1. The first thing you should do each day when beginning to work on your computer is close all applications. The more that are open, the slower your computer will run.

2. Plan your assignments ahead of time. Do not assume you will be able to print out an assignment 10 minutes before it is due. That will undoubtedly be the time when something breaks down or goes wrong.

3. Do not use the printer as a copy machine. If you need multiple copies of something, print one original, then make additional copies on the Xerox machine.

4. You may use the color printer **but only** to print your final copy. Do not use it until you are sure there are no errors. **Do not** use the color printer to print drafts. Abuse of this privilege will mean you can no longer use the color printer.

5. A word about computer programs: if you are going to use a specific program (such as PhotoShop, Illustrator, etc.), be sure you know how. I cannot answer questions about every program. Likewise, do not assume that I can fix a problem with transferring images via e-mail or among programs. Inability to get a file to print is not considered a legitimate excuse for being late with a project.

TENTATIVE SCHEDULE

Date	Topic	Read	What is due
Week 1.			
Sept. 4	*Introduction to class*		
Sept. 6	*Introduction to class*		**Decision on project topic** **Assign Google Alert terms**
Week 2.			
Sept. 11	*Research Process*	Chapters 1-2-3	
Sept. 13	*Questionnaire Design*	Chapter 4	
Week 3.			
Sept. 18	*Selecting Respondents*	Chapter 5	
Sept. 20	*Data Collection*	Chapter 6	
Week 4.			
Sept. 25	*Coding Data* *Analysis of Data*	Chapter 7-8	
Sept. 27	*Focus Groups*	Chapter 13	
Week 5.			
Oct. 2	**MIDTERM**		**Midterm**
Oct. 4	Review Survey Monkey		
Week 6.			
Oct. 9	*More Research Methods*	Chapter 14	
Oct. 11	Tentative Guest Speaker: Shane Arman of Burson-Marsteller		
	Questionnaires should be completed and ready to post		
Week 7.			
Oct. 16	*Content analysis*	Chapter 11	**Journal Article Due**
Oct. 18	Lab		
Week 8.			
Oct. 23	*Experiments*	Chapter 12	
Oct. 25	Lab		
Week 9.			
Oct. 30	*Reporting your findings*	Chapter 9-10	
Nov. 1	Lab		Secondary Research Paper Survey Closes

Week 10.

Nov. 6	*Researching Minorities*	Chapter 15	
Nov. 8	Lab.		

Week 11.

Nov. 13	*Academic Research*	Chapter 16	
*Nov. 15	Lab.		

Week 12.

Nov. 20	*Ethics and the Future*	Chapters 17	
Nov. 22	Lab		Draft of Final Reports Due

Week 13.

Nov. 27 and 29 -- T**hanksgiving break, no class. Week 13.**

Week 14.

Dec. 4	**FINAL EXAM**	**Final Exam**
Dec. 76	*Work on Final Presentations*	

Week 15.

Dec. 11	*Dress Rehearsal*	
Dec. 13	*Final Presentations*	**Final Projects** **Oral Presentations** **(Individual Final Project Report**

***Please Note: Because of the semester schedule, class will not meet for 11 days from Nov. 23 to Dec. 4.**