

IDC 6150 Marketing Communication

Spring 2009

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Office J349

Virtual office hours: contact for appointment online or to schedule office appointment on campus 678-915-7201 or cbarnum@spsu.edu or via email within WebCT Vista

Print this syllabus and refer to it often

Course Objectives

This course examines aspects of marketing communication in both print and other media. Assignments include individual and team projects.

Learning Outcomes

Upon completion of this course, you will:

- Demonstrate the ability to effectively analyze rhetorical issues affecting the design of marketing communication documents
- Demonstrate the ability to design marcom documents to address problems and needs
- Demonstrate the ability to create a portfolio that effectively markets your abilities for a potential client or employer

Reading

Required: Janice M. King's book, *Copywriting that Sells High-Tech*, updated with new title, and self-published (WriteSpark Press, 2006)

Recommended: While King's book was out of press, students recommended Robert W. Bly, *The Online Copywriter's Handbook: Everything You Need to Know to Write Electronic Copy that Sells*. New York: McGraw Hill, 2002. It provides excellent information about writing copy, mostly coming from Bly's classic earlier book, *The Copywriter's Handbook*, but with some good chapters added about writing for the Web.

In addition, I have provided a number of resources available on the Web. These are categorized into two groups inside your Vista course (homepage):

- Print resources
- Email/Web resources

Read as widely as you can from these resources, as they provide focused information related to your projects and discussion topics.

Course Structure and Attendance

This course will be highly interactive and very participatory. Most weeks will involve asynchronous activities, **beginning on a Monday and ending on the following Sunday night at 11 PM**. One or more guest speakers will be scheduled for synchronous talks in Live Classroom. And one or more team activities may be scheduled in Live Classroom.

Be sure to check the course calendar and make note of all deliverables and due dates and all Live Classroom scheduled sessions. Print out the calendar to keep up with all activities.

WebCT Vista

By now, you should know how to access this course in Vista. You can connect via the link on the SPSU homepage.

You should be registered into the course by the Banner system; however, if your user name and password don't work, contact the office of distance learning:

<http://eu.spsu.edu/distancelearning>. Then, click on the technical support link.

Library Access

Distance learning students at SPSU have access to library services and resources equivalent to on-campus students. A library barcode is not required. To connect to the library resources, use **Hornet Connect** <http://connect.spsu.edu>

Then log in using your SPSU email username and password at https://connect.spsu.edu/dana-na/auth/url_default/welcome.cgi.

GIL Express is available to distance learning students using your SPSU ID. You can request your SPSU ID by using Banner Web; or, by calling the SPSU University Police/ ID Department at 678-915-7348.

If you are not in the Atlanta area and want a library card to use at your local library, you can get one by contacting Auxiliary Services (kpeyton@spsu.edu). Explain that you are a distance learning student and you want an ID card (without photo ID) to use in your local library. The card will note that you will need to show photo ID to check out books.

If you are able to use GIL Express, you can check out books through two options:

- Walk-in service at any University System of Georgia library or
- Online by making a request using GIL Express. Books may be picked up at and returned to any USG library.

Reference questions may be directed to the Reference Desk (toll-free): 1-866-513-9516.

Online Discussions

A critical component of course success and your success in the course is active and frequent participation in online discussions. You should expect to post to the discussion topic as soon as possible within the time frame (normally one week) for the discussion topic. You should also expect to return *often* during the week (preferably every day) to read and respond to the discussion postings of others. Discussion topics are graded. Your grade will be based on the quality and thoroughness of your posting to the topic, your thoughtfulness in responding to the discussion postings of others, and your frequency of participation throughout the week

For discussion grades, the following rubric will be used.

Grade	Interpretation
Excellent (A)	The postings are accurate, original, relevant, thought-provoking, and well written (proofread for spelling/typos). When other postings are present, the student shows evidence of having read and absorbed the postings of the others. The student posts <i>frequently</i> , over a period of days throughout the week to interact with the postings of

	others and contribute to the ongoing discussion.
Above Average (B)	The postings lack at least one of the above qualities, but the postings are above average quality. The postings make a good contribution to our understanding of the issue being discussed. The student may have posted several times, but perhaps all in close proximity, thereby not spreading out the postings.
Average (C)	The postings lack 2 or 3 of the required qualities. Comments merely based on personal opinion fall in this category. Little or no reflection on the postings of others also falls in this category. Although there may be several postings, they all occur within one day/night.
Below Average (D)	The posting(s) present no new information. One point may contribute to the collegial/community atmosphere; or there may be only one or two postings.
Unacceptable (F)	The posting—a single comment—adds little or nothing worthwhile to the discussion.
No credit (0)	The student does not participate in the discussion. Or the posting(s) are not submitted by the cutoff date/time.

- Use the “**Technical Forum**” to post any technology questions or problems you may be having.
- Use the “**Community Forum**” for topics outside the particular focus of this course (but these can be very enjoyable and can help us build community).
- For other topics not covered by official discussion topics, you can create a new topic of interest by using the “**Open Topics**” discussion area.

Assignment Due Dates

Due dates for assignments are noted in the course calendar. Be sure to check the time and date required for posting to the assignment dropbox. For group assignments, only one person in the group needs to post the assignment.

There is a 3-hour window provided for late postings to accommodate unforeseen technical problems. However, any assignment not posted when due or during this window must be submitted separately via email. Any such assignment can be accepted *only* with my permission. Work given permission to be accepted late may receive a lower grade.

Software/Technology Needs

Software: You will be expected to be able to use Microsoft Word and PowerPoint. You will also be expected to post assignments as Word or PowerPoint files *and* as PDF documents (to retain your design elements). If you do not have Adobe software for saving documents as PDF files, you can download a free PDF creator from PDF995.com (or other similar freeware options available from the internet).

Technology: You should have high-speed internet access and you should run the browser check to be sure your computer is set up to work with the Vista course tools. Do this on every computer you think you might use.

Technical issues should be posted to the Technical Forum for help and advice from your classmates. You can also access our technical support via <http://eu.spsu.edu/distancelearning> Or by phone: 678-915-3166 (Brichaya Shah) or 678-915-3992 (Travis Melton)

Live Classroom

We will use Live Classroom for sessions with several guest speakers. Check the calendar for the dates for these. Be sure to run the wizard to configure your computer for optimum use. Your Live Classroom user name and password are the same as your Vista log in. Instructions about using Live Classroom are available, once you log in.

If you choose to hold any synchronous meetings with your team for the team project, you can access a room I will designate for your team via Live Classroom. You will also need a headset that is computer-compatible and that has speaker/microphone capability. If you cannot purchase a headset, you can call a long-distance number provided by Live Classroom. Once you get inside a room, click on the phone icon to see the phone number. This is less than optimal, however, so it's best to purchase a headset.

Assignments (Individual and Group) with Weight of Grades

Half of your grade in the course is based on individual work, including discussion; half is based on the team project.

Individual Assignments

Audience Analysis/Revision for Different Audience: Analyze an existing marcom brochure or advertisement; determine audience, purpose, context. Revise for different audience. Explain basis for changes in a report which includes the revised product. Weight = 10%

White Paper/Case Study. Create a white paper or case study, based on a company/situation of your choice. Research the information, produce the white paper, and write a description of the problem you addressed and the intended audience for the white paper. Weight = 10%

Self-Promotion Product: Create a product (with several elements) suitable for marketing your skills to a client or a potential employer. The product could be a self-contained, self-explanatory portfolio or a marketing package of your services. Write a report explaining your product (for the instructor). Weight = 15%

Discussion Postings: Thoughtful, timely and frequent discussion postings throughout the week for each topic, using the discussion grading rubric for guidance. Graded discussions will occur in the first eight weeks of the semester. Weight = 15%

Group Assignments

Marcom Plan: Using King's chapter on writing the marcom plan, plus reading provided with this assignment, write a marcom plan, including creative platform, that describes the issues, the approach, the measures of performance (qualitative and quantitative), and at least five products, several of which (one per group member) will be developed during this course. Weight = 20%

Marcom Products/Report: Prepare several products from the marcom plan (one per group member). Write a report explaining the decisions used to create the products for the particular audience(s), including the expected costs and benefits. Weight = 25% for products/report, 5% for class/sponsor presentation.

Grades

Letter grades carry the following numerical value.

A = 90—100

B = 80—89

C = 70—79

D* = 60—69

F = anything below 60

0 = work not submitted when due and not approved for late submission (also any work that exhibits evidence of plagiarism or other forms of academic dishonesty)

Notes:

1. *The SPSU Graduate Programs Committee and Faculty have approved a policy that does not allow graduate students to receive a grade of D in a course. If your average for all assignments at the end of the semester is below 70, your grade will be recorded as an F.
2. If your final grade at the end of the term is on the borderline between grades, I will determine your grade based on my assessment of your level of participation, general progress, and grades on individual assignments.
3. Any student in the IDC program (or technical communication certificates) receiving a grade in a course below a **B** must repeat the course or, for an elective course such as this one, take another elective to receive credit toward graduation.

Office Hours and Email

Although this is a fully online course, if it is convenient for you, I would encourage you to make an appointment to meet with me on campus. For many of you, however, it won't be convenient or even possible to meet in person, which means that discussion is essential to learning and attaining course goals.

We can meet in Live Classroom, as needed. If the class wants to designate a mutually convenient time for virtual office hours, I can set up a time to be available.

Use the discussion board to get answers to most of your questions from each other. Share the expertise among you! Reserve your use of email to me for things that can't or shouldn't be discussed publicly.

I will check into the course regularly during the week (but not necessarily every day, and not generally on weekends). You can expect timely responses to email within these parameters.

Please reserve the use of my email outside the course for those items that are so time-sensitive that they require same-day response.

Students with Disabilities

If you believe that you may need accommodations in this course, please contact the counselor working with disabilities at 678-915-7361 as soon as possible to ensure that appropriate accommodations are made.

Professionalism Statement (adopted by the IDC Graduate Faculty)

The IDC program encourages the productive and enriching discourse that occurs between students and faculty. These exchanges form a valuable part of your academic experience and prepare you to be an effective member of a professional community.

As a student, general university policies on conduct do not exhaust your obligation to conduct yourself, both in person and in writing, as a professional. This means your words and actions should represent your professional competence and personal respect for all members of the SPSU community including your instructor(s) and your fellow students.

In order to make your experience at SPSU a positive one, we expect that students will adhere to professional standards of conduct in their communications with others. Please respect and work cooperatively with your colleagues and instructors.

Graduate students are expected to exhibit professionalism through their actions and attitude, as indicated by the following:

- Active participation in class
- Meeting deadlines
- Communicating and interacting appropriately with your instructor
- Communicating and interacting appropriately with other students
- Exhibiting intellectual interest and curiosity
- Engaging in discussion and contemplation of ideas