

SCOM 318.3 Syllabus Fall 2011

Course Information:

Fundamental Human Communication: Group Presentations
Tuesday/Thursday 11:00am – 12:15pm
Harrison 0111

Course Materials:

Required Textbook: Solis, Brian (2011). *Engage! Revised and Updated: The Complete Guide to Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*. Hoboken, NJ: Wiley.
Other Reading: As assigned, will be on blackboard/in class

Instructor Information:

Name: Paul E. Mabrey III
Office: 2276 E Harrison Hall
Office Hours: Tuesday/Thursday: 9:00am – 11:00am
By appointment
Office Phone: 540 – 568 – 4158
Email: mabreype@jmu.edu
Blackboard: blackboard.jmu.edu
Website: sites.jmu.edu/mabrey

Course Description:

This course will utilize the principles of strategic communication to create a communication plan designed for the Institute of Constructive Advocacy & Dialogue and the Center for Health & Environmental Communication within the School of Communication Studies. In working with our clients, we will analyze the different situations, organizations and potential publics; establish goals and objectives; develop strategies and methods for evaluation and then implement our strategic communication plan. We will rely primarily on Web 2.0 technologies and other online tactics to create content, brand, design a web presence and enable our clients to establish relationships with a variety of publics. Prerequisites: SCOM Junior or Senior; or permission of the school director.

Learning Objectives:

- Understand and utilize basic marketing and branding concepts
- Identify, evaluate and apply the best practices for managing information and identities in an online environment
- Establish and carryout a client negotiated communication plan
- Create a website and online brand for client
- Develop a portfolio of work that could be used for future employment, grant, school or other applications
- Display interpersonal communication skills in problem-solving groups by defining problems, eliciting and recognizing member contributions, synthesizing opinions, mediating conflicts, and reaching consensus.
- Deliver oral presentations in a variety of small group contexts

Academic Honesty

I adhere to James Madison University's Honor Code. Below is an EXCERPT but you should visit www.jmu.edu/honor/code.shtml for more information. Do not hesitate to ask should you have ANY questions. Individuals/groups caught will be punished.

"Students shall observe complete honesty in all academic matters. Violations of the Honor Code include, but are not limited to, taking or attempting to take any of the following actions:

- Using unauthorized materials or receiving unauthorized assistance during an examination or in connection with any work done for academic credit. Unauthorized materials may include, but are not limited to, notes, textbooks, previous examinations, exhibits, experiments, papers or other supplementary items.
- Giving false or misleading information regarding an academic matter.
- Copying information from another student during an examination.
- Rendering unauthorized assistance to another student by knowingly permitting him or her to see or copy all or a portion of an examination or any work to be submitted for academic credit."

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Anticipated Schedule:

Tu Aug 30:	Introduction	
Th Sep 1:	Introduction Continued	Read Chapters 1-3
Tu Sep 6:	Self Presentation	ACKNOWLEDGEMENT DUE
		drop/add deadline
Th Sep 8:	Building a Strategy, Client Research	Get into Teams
		Read Chapters 12-13
Tu Sep 13:	Client Research, Best Practices Research	Read Chapters 4-6
Th Sep 15:	Best Practices Research	Read Chapters 7-9, 22
		CONSULT AGENDA DUE
Tu Sep 20:	No Class – Client Consultation 1	Read Chapters 10-11
Th Sep 22:	Best Practices Presentation, Client Consultation Report	
Tu Sep 27:	Web Platform Research	Read Chapters 14-16
Th Sep 29:	Platform Discussion/Decision-making, Strategy Discussion	homecoming
Tu Oct 4:	Research	Reach Chapters 17-21
Th Oct 6:	Research	CONSULT AGENDA DUE
Tu Oct 11:	Research	POSITION PAPER DUE
Th Oct 13:	Client Consultation 2	Read Chapters 23-26
		family weekend
		CLIENT CONTRACT DUE
Tu Oct 18:	Work	
Th Oct 20:	Work	
Tu Oct 25:	Work	
Th Oct 27:	Work	
Tu Nov 1:	Work	
Th Nov 3:	Work	
Tu Nov 8:	Work	
Th Nov 10:	Work	CONSULT AGENDA DUE
Tu Nov 15:	Client Consultation 3	
Th Nov 17:	No Class - Work	
Tu Nov 22:	No Class – Thanksgiving Break	
Th Nov 24:	No Class – Thanksgiving Break	
Tu Nov 29:	Work	
Th Dec 1:	Work	CONSULT AGENDA DUE
Tu Dec 6:	Project Presentation	
Th Dec 8:	Final Client Consultation 4, Course Evaluation	PORTFOLIO DUE

Assignment Points:

Self Presentation	50
Best Practices Presentation	50
Client Consultation Agendas (4x25 each)	100
Client Consultation 1 Report	100
Client Position Paper	200
Client Contract	100
Project Presentation	100
Portfolio	100
Group Peer Evaluation	100
Client Group Evaluation	100
Total	1000

Grading Scale:

A	940-1000	B+	870-899	C+	770-799	D+	670-699
A-	900-939	B	840-869	C	740-769	D	600-669
		B-	800-839	C-	700-739	F	0-599

“C” is considered average. Points are not rounded; you receive what you have earned.

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Attendance:

Communication, consultation and teamwork can be best understood and practiced through our interactions. Your presence, company and attendance are required for this class. I will take attendance at the beginning of every class. **After your third absence, your final grade will drop half a letter grade for every subsequent absence. Excused absences are those absences sanctioned by James Madison University for university events. ASSIGNMENTS CANNOT BE MADE UP OR RETAKEN. FAILURE TO MEET A CLIENT FOR A MEETING MAY ALSO RESULT IN THE DROPPING OF A LETTER GRADE FOR EACH ABSENCE.**

Assignment Explanations:

Self-Presentation: The first self presentation is so that we can get to know each other a little bit better, including our experience and skills, but also so that you can start identifying best practices in strategic web tactics. Each person will give an 8 minute presentation that details brief biographical information, experience in strategic web tactics and online design, individual strengths and weaknesses and two case examples. Each case example should identify an organizational website, one you like and one you don't like and explain the reason with detail and evidence.

Best Practices Presentation: Each group is responsible for a 30 minute presentation detailing the best practices for different strategic web tactics. The two different groups will each have different tactics they present to the entire class in a multi-media presentation.

Client Consultation Agendas: Prior to each client consultation, each group is responsible for creating an agenda that is reviewed by the instructor prior to sending to the client in anticipation of the consultation meeting.

Client Consultation 1 Report: After the first client consultation, each group is responsible for a meeting report that will include a small oral multi-media presentation and a small position paper. The report reflects and communicates the needs, expectations and starting point strategy for the client with the rest of the class.

Client Position Paper: Each group will create a position paper for their client. The position paper reflects the research, tactics and strategy the group would like the client to implement. The group will present the position paper to the client at the second client consultation and likely be the basis for the client's contract.

Client Contract: The client contract is the contract negotiated between the group and client (and approved by instructor) that details expectations, web tactics, deadlines and projects that the group will carry out for the client over the course of the semester.

Project Presentation: The last presentation is a walk through of what the group will present to the client, based on the contract. The presentation will share the process and results of the semester long work the group has been doing.

Portfolio: Each individual is responsible for turning in a portfolio at the end of the semester that highlights the work the individual and group has accomplished. The goal is to have materials that the individual can immediately use for a resume, application, portfolio, grant or other similar situations.

Group Peer Evaluation: Each group will use peer evaluation to assess each individual's performance throughout the semester. A rubric will be utilized, evaluation will happen at the end of the semester.

Client Evaluation: The client will evaluate each group at the end of the semester. The method of evaluation can be negotiated between the group and client and included in the contract once approved by instructor. The evaluation will assess the group as a whole and their work for the client throughout the semester.

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Student Concerns and/or Accommodations:

If you have any special concerns please let me know as early as possible. If you have any special concerns please let me know as early as possible. JMU abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, which mandate reasonable accommodations be provided for students with documented disabilities. If you have a disability and may require some type of instructional and/or examination accommodations, please contact me early in the semester so that I can provide or facilitate provision of accommodations you may need. If you have not already done so, you will need to register with the Office of Disability Services, the designated office on campus to provide services for students with disabilities. The office is located in Wilson Hall, Room 107 and you may call 540-568-6705 for more information.

Office Hours:

While I am almost always in my office during office hours, I occasionally step out to run an errand or visit with a colleague, debater or student. Dropping in without prior arrangements does not guarantee I am immediately available. Appointments are strongly encouraged to maximize time management for both student and faculty.

Grade Disputes:

If you wish to dispute a received grade, you must submit your grade dispute in writing within one week of receiving the grade in question.

Cell phones:

Please turn them off, put them on silent or vibrate. The only time anyone should be on a cell phone is for an emergency. NO TEXTING. If there is an emergency on campus, all of our phones should be vibrating.

Weather:

Decisions to close university operations will be made by the President or a designee. If the decision to close is made, announcements will be made on JMU radio station 1610AM, on the [JMU Home Page](#) on the World Wide Web and on area radio and television stations. When it is necessary to cancel classes due to weather or other emergency, we will hold class electronically, using Blackboard. Please check Blackboard if class is cancelled for assignments. Additionally, the university may be forced to cancel or reschedule final examinations. Decisions to close university operations will be made by the President, or a designee. If the decision to close the university and reschedule final examinations is made, announcements will be made as noted above. When the university closes due to weather or other type of emergency, faculty will administer regularly scheduled examinations at a time designated by the university. The official make up time will be designated as part of the closing announcement. Unless otherwise notified, examination locations will be the same as the location for the regularly scheduled exam. If it is determined that exams cannot be given because of inclement weather or other emergency, faculty will assign final grades to students based on the exams, tests and projects completed prior to the regularly scheduled exam date.

Religious Accommodations:

All faculty are required to give reasonable and appropriate accommodations to students requesting them on grounds of religious observation. The faculty member determines what accommodations are appropriate for his/her course. Students should notify the faculty by no later than the end of the Drop-Add period the first week of the semester of potential scheduled absences and determine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab or activity. Contact the [Office of Equal Opportunity](#) at (540) 568-6991 if you have additional questions.

Writing Guidelines:

Keep it simple. Identify yourself, the course, section, assignment and meeting time on the paper. You should use 12 point font, double-spaced and one inch margins all around. I don't care which format (Chicago, APA, MLA, etc) you utilize but please pick one and be consistent. Default to specific assignment guidelines if they differ.

Resources:

James Madison University has an amazing amount of quality services available to you as a student. Career & Academic Planning, Counseling and Student Development Center, University Health Center Outreach & Prevention Services and the Learning Resource Centers just to name a few.

Communication Center: <http://www.jmu.edu/commcenter/>

Writing Center: <http://www.jmu.edu/uwc/>

Drop/Add:

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Students are responsible for registering for and/or dropping classes and for verifying their class schedules on e-campus.

Living Document:

The syllabus is a work in progress and subject to change. You will be notified of any changes.

SIGNATURE & ACKNOWLEDGEMENT:

I acknowledge that I have read and fully understand the material contained in the syllabus and this website.

By completing the following form, I agree to abide by the course policies set out in the syllabus and this website. Furthermore, on my honor, I will not give nor receive any unauthorized assistance on any assignment.

Name (print)

Date

Honor Code Signature