

JOUR 320 – Fall 2017
StratCom I: Introduction to Strategic Communication
Course Schedule and Assigned Reading
Subject to Change

Lecture Topic		Reading Assignment	Assignments
August			
M-21	Introduction		
W-23	Marketing: Explained	Chapter 1	
M-28	The StratComm Environment	Chapter 2	
W-30	Quiz 1 – Marketing Research		<i>Quiz covers chapters 1-2, Assign Personal Project #1</i>
September			
M-4	Labor Day – no classes		
W-6	Strategic Planning	Chapter 3	
M-11	TBD		
W-13	Broader Perspectives - Part 1	Chapter 4	PP #1 due on Blackboard 11:59 p.m. Friday, 9/15
M-18	Quiz 2 – Broader Perspectives – Part 2		<i>Quiz covers chapters 3- 4</i>
W-20	Global Marketing	Chapter 5	
M-25	Test 1		
W-27	Customer Value and Satisfaction	Chapter 6	
October			
M-2	Lauren Erickson, interim director of KU Marketing Communications		Assign Personal Project #2
W-4	Consumer Behavior	Chapter 7	
M-9	Marketing Research – Part 1	Chapter 8	
W-11	Marketing Research – Part 2		
M-16	Fall Break – no classes		
W-18	Marketing Communications Ethics		PP #2 due on Blackboard 11:59 p.m. Friday 10/20

M-23	Quiz 3 – Public Opinion		<i>Quiz covers chapters 5-8</i>
W-25	Branding	Chapter 9	
M-30	Segmenting, Targeting and Positioning – Part 1	Chapter 10	Assign Personal Project #3

November			
W-1	Segmenting, Targeting and Positioning – Part 2		
M-6	The Marketing Plan	Chapter 11	
W-8	Test 2		
M-13	Marketing Communications	Chapter 16	
W-15	Advertising		PP #3 due on Blackboard 11:59 p.m. Friday 11/15
M-20	Quiz 4 – Public Relations		<i>Quiz covers chapter 16</i>
W-22	Thanksgiving Break – no classes		
M-27	Sales Promotions		
W-29	Personal Selling	Chapter 17	
December			
M-4	Direct Marketing		
W-6	Quiz 5 - The Communication Mix	Chapter 18	<i>Quiz covers chapters 17-18</i>
F-15	Final Exam – 1:30 - 4:00 p.m. – 330 Strong Hall		