ENC 3254 - Writing for Strategic Communication

for PR, Advertising, Telecom majors

PR professionals, advertisers, and telecom writers must successfully communicate with audiences who have very different goals and varying informational needs. Strategic communication means identifying a specific audience that has a relationship to an organization (business, non-profit, school, etc.) and crafting a message that establishes or maintains that relationship. In this class, you will learn how to research, organize, and present information; how to write, revise, and edit effectively; how to work in collaboration with other professionals; and how to use various technologies and media to support your communication efforts. By the end of class, you will have begun a portfolio of writing to showcase your evolving topical interests and writing style.

Student Learning Outcomes

Content
- Research academic and trade perspectives on strategic communication
- Build or add onto a professional portfolio
- Learn and practice contemporary marketing communication practices
- Explore the interaction of medium and message.

Communication
- Write long and short form articles and essays
- Learn and practice AP stylistic conventions
- Develop persuasive skills

Critical Thinking
- Foster greater awareness of, and attention to, language
- Edit your work and the work of your peers in order to maximize success
- Analyze and enact marketing strategy with a stated ethical point of view
- Identify and convey your writing "style" or "persona"

Assignments

Trade Journal Press Release Project (250 pts)
All professions have trade publications -- information outlets created by practitioners for practitioners. Trade pubs are an excellent way to learn how professionals in your field talk and think about their industry. For this semester-long project, you will choose a trade publication in your field (advertising, public relations, telecommunications) to read. Every two weeks, you will write a press release on the major stories your trade pub has been following along with insights you have gleaned along the way. By the end of the semester, you will have produced **5 press releases @ 300 words each**, for a total of 1500 words.

Place-Based Branding (75 pts)

Strategic communication depends on creating a unique message targeted to a specific audience in order to create a relationship with an organization. For this project, you will create **an 800-word, image-driven narrative of a place** (UF or Gainesville) using Adobe Spark that immerses the reader in a themed "walk" -- the intent of your GatorWalk is to create a way for new students to feel at home. You will also need to produce a **pitch** for your project.

Native Advertising Project (175 pts)

Traditionally, advertising has been bounded by a fence that shouted: "You have left your regular programming." However, the lines between content and promotion have also been, and are increasingly, blurred. "Native Advertising" presents its message by adopting the style of medium platforms to mesh information and sales. There is controversy about this approach, so you will produce **an analysis paper (750 words)** responding to a piece of native advertising, **a piece of native advertising/sponsored content (500 words and images)**, and **a position paper (500 words)** on this sales strategy. You will also need to produce a **pitch** for your project.

Content Marketing Campaign (275 pts)

Modern companies build relationships with customers founded on exchange. Beyond mere branding, "content marketing" is promotional content provided by an organization that helps users accomplish relevant tasks or learn something new. This goes beyond blogs or "10 best tips for X" lists. Content marketing is public relations: it establishes a relationship with customers founded on mutual interests. For this project, you with produce a **pitch** for a content marketing campaign on behalf of a local business, non-profit, student org, etc. You will need to provide a **750-word written proposal** for the campaign, paired with an **oral presentation**. You will also produce sample elements of your campaign: **a signature story (350 words)** and **a knowledge branding piece (350 words)**.

E-Portfolio (150 pts)

Professionals sell their services using portfolios. To practice this skill, you'll assemble an e-portfolio, or add on to an existing e-portfolio. You'll provide **a short biography (200 words), a resume, your collected class projects, and an evaluation letter (300 words) reflecting on your experiences in this class**.

Activities and Exercises (75 pts)

In order to prepare you for your major assignments and practice relevant skills, there will be assorted in-class and take-home activities and exercises throughout the semester.

Approach to Assignments

When completing your work, keep in mind the basic components of the writing process:

1. Understand the task
2. Brainstorm
3. Plan and Pitch
4. Draft
5. Review and Revise
6. Submit

Grading Scale

A	4.0	93-100	930-1000		C	2.0	73-76	730-769
A-	3.67	90-92	900-929		C-	1.67	70-72	700-729
B+	3.33	87-89	870-899		D+	1.33	67-69	670-699
B	3.0	83-86	830-869		D	1.0	63-66	630-669
B-	2.67	80-82	800-829		D-	0.67	60-62	600-629
C+	2.33	77-79	770-799		E	0.00	0-59	0-599

*** NOTE: It is UWP policy NOT to round grades in any direction. A 89.9 is a B+. A 92.8 is an A-, etc. ***

University Writing Requirement: The University Writing Requirement (WR) ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. Course grades now have two components. To receive General Education University Writing Requirement (WR) credit (E6), a student must earn a course grade of C or higher and assignments must meet minimum word requirements totaling at least 6000 words. Thus, to earn WR-E6 credit, students must complete all the major writing assignments.

Policies and Procedures

REQUIRED TEXT

All required readings are linked in the class

ATTENDANCE

Attendance is required. You are allowed to have **three unexcused absences with no penalty to your grade**. The policy of the University Writing Program is that students who miss **more than six** periods during a semester will **fail the entire course**. The UWP exempts from this policy **only** those absences deemed excused according to UF policy, including university-sponsored events (such as athletics and band) and religious holidays. If you believe you have an absence that could be excused, present documentation for this absence to your instructor for review. Absences related to university-sponsored events must be discussed with the instructor prior to the date that will be missed.

Tardiness: If students enter class after roll has been called, they are late, which disrupts the entire class. **Three tardies count as one absence.**

If students are absent, they are responsible for making themselves aware of all due dates. If absent due to a scheduled event, students are still responsible for submitting assignments on time. Please do not email your instructors asking for what was covered on the day you missed class. Instead, arrange to see one of them in office hours, make an appointment to discuss missed material, or get the material from a classmate.

These requirements for class attendance, late papers, make-up exams, and other work are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrads/current/regulations/info/attendance.aspx.

12 DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent **12 scholastic days per semester without penalty**. (A scholastic day is any day on which regular class work is scheduled.) Instructors must be flexible when scheduling exams or other class assignments.

TURNING IN ASSIGNMENTS

1. **All assignments are due BEFORE the time indicated in the CANVAS assignment directions. Late written work will be deducted 10% for each calendar day it is late. After seven days, assignments will receive an automatic zero.** Plan to submit your work early to avoid computer problems. Failure of technology is not a legitimate excuse for late submission and late penalties will apply whenever work is submitted late. If you run into complications and you think your work will be submitted late, email your instructor ASAP.
2. **Emailed assignment cannot be accepted at any time during the semester. All assignments MUST be submitted via CANVAS to generate the TurnItIn report prior to grading.**
3. **All written work must be submitted by uploading your document(s) to the correct assignment space in our CANVAS course**.

CLASS PARTICIPATION

Although no points are assigned specifically for "participation," you are expected to participate in class discussions and in-class exercises. While you are encouraged to bring laptops and tablets to class to facilitate your work, I will not tolerate texting, checking out unrelated sites online, sleeping, or general disengagement in class. If you are not engaged in class, it will affect your grade as you are unlikely to be aware of what is required to succeed.

REVISION POLICY

Revision is a necessary part of the writing process. Build in time to revise your work before your initial submission. However, the UWP allows **one major assignment to be revised**. Revised work must be submitted within two weeks of the graded assignment being returned and must be paired with a one-page reflection explaining how the work has been revised. If the revised work earns a higher grade than the original submission, the higher grade will replace the original grade. There will be no penalty if the submission earns a lower grade for any reason.

PAPER MAINTENANCE RESPONSIBILITIES

Students are responsible for maintaining duplicate copies of all work submitted in this course and retaining all returned, graded work after the semester is over. Should the need arise for a resubmission of papers or a review of graded papers, the student is responsible to have and to make available this material.

ACADEMIC HONESTY and PLAGIARISM

All students are required to abide by the Academic Honesty Guidelines which have been accepted by the University. The academic community of students and faculty at the University of Florida strives to develop, sustain, and protect an environment of honesty, trust, and respect. Students are expected to pursue knowledge with integrity.

If a student plagiarizes all or any part of any assignment, I will award a failing grade on the assignment, and I will report you to the honor board at the Office of the Dean of Students. Once a student is reported to the honor board, he/she cannot drop the course. Other forms of academic dishonesty will also result in a failing grade on the assignment as a minimum penalty. Examples include cutting and pasting a blog entry or citing phony sources/quotations in your assignments. You are responsible for understanding the University's definitions of plagiarism and academic dishonesty, which include the following:

- Submitting all or part of someone else's work as if it is your own
- "Borrowing" verbatim text without enclosing in quotation marks and citing source
- "Borrowing" someone else's original idea without crediting the source

 As a rule, anytime you cut and paste you must cite the source. If you do any cutting and pasting without giving credit to that source, you are committing plagiarism. For more information about academic honesty, including definitions and examples of plagiarism, see: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Making "duplicate submissions" of assignments - that is, submitting work in one class that you also submitted in another class (UNLESS you have permission of both instructors in advance and IN WRITING), "collaborating", or receiving substantive help in writing your assignment unless such collaboration is part of the given assignment also constitutes plagiarism. However, you may receive general advice from tutors or UF writing lab instructors and you may form study groups among your classmates to study for the exams.

STUDENTS WITH DISABILITIES

The University of Florida complies with the Americans with Disabilities Act. Students requesting accommodation should contact the Students with Disabilities Office, Peabody 202 or online at https://disability.ufl.edu/. The office will provide documentation that must then be provided to the instructor when requesting accommodation.

CLASSROOM BEHAVIOR

Please keep in mind that students come from diverse cultural, economic, and ethnic backgrounds. Some of the texts we will study engage controversial topics and opinions. Diversified student backgrounds combined with provocative texts require that you demonstrate respect for ideas that may differ from your own. Disrespectful behavior will result in dismissal, and accordingly a recorded absence from the class.

STUDENT COUNSELING AND MENTAL HEALTH

Campus resources are available for students having personal problems. These resources include:

- UF Counseling & Wellness Center (CWC): (352) 392-1575 or https://counseling.ufl.edu/ for documentation, stress and wellness, mental health screening, concerns about a classmate, self-help, sexual or physical abuse.
- **For Emergencies (Dial 911 if needed)**: University Police Department : 352-392-1111