Strategic Communication in a Culturally Diverse Marketplace

Strategic Communication, ADPR 47505 (5)0.5 (.4 (.7 (l3)961)9.1 (C)-

buying power of LGBTQ+ and differently abled consumers has solidified their status as market segments worthy of advertising expenditures.

This course will explore the economic, sociopolitical, and cultural implications of strategic communication. We will pay particular attention to multicultural advertising because of its significant frequency and reach. Through an interdisciplinary investigation of theories and constructs from the fields of Critical Marketing (Advertising), Communication Studies, Media/Cultural Studies, Queer Studies, Law (Critical Race Theory), Social Psychology, and Sociology we will engage with a range of topics that will further our understanding of diversity, inclusion, and social justice. Specific areas to be explored include the following:

- Race, Ethnicity, and Nationality
- Age, Gender, and Sexual Identity
- Social Class and Mobility
- Mental Wellness & Disability

Required Textbooks, Resources, and Materials:

All required course materials will be accessible to you via D2L.

Course Learning Objectives/Outcomes

1. Gain a critical understanding of the production and consumption of multicultural advertising and other forms of strategic communication
2. Cultivate self-reflection of one's role and impact as potential advertising practitioners
3. Integrate and actively apply course content with previously attained advertising skills through community engagement

Subject areas will be discussed in accordance with how they are lived – intersecting and overlapping. Broadly, this course will interrogate how strategic communication helps structure our understanding of ourselves and the world around us. As such, throughout the course the presence of power and inequities will be critically examined which will require us to engage in discussions that are not easy and often uncomfortable. We will all share in the responsibility of creating and maintaining a space where everyone's personhood is acknowledged and honored.

3. Your ability to write in a concise and engaging manner that is free of grammatical and spelling errors

Group Project (165 pts)

In this assignment small groups of students will apply their strategic communication skills along with concepts from the course to help amplify the mission and goals of a community partner.

- Team Branding (15 pt): Each team will be tasked with developing a unified brand identity for their group by creating a team name, logo, and tagline
- Team Contract (15 pt): Each team will develop a contract that outlines the agreed upon role and general responsibilities assigned to each team member
- Progress Report (30 pts): Each team will write and submit 0 Tw 1.8n reppo asub(f)1.2 (i)

Friday midnight of that week. Each discussion posting is worth 10 points. Unless an extension is requested and approved, discussion postings submitted after the stated due date will not be accepted.

Be sure to check the course schedule for each week because posting dates may change due to holidays, university breaks, or unforeseen circumstances. Your discussion participation will be graded on the following criterion:

1. Shows insight, identifying patterns and connections when comparing relevant ideas, theories, and experiences.
2. Is able to identify multiple views and identify and support own view by using relevant and credible references.
3. Grammar and Spelling.
4. Clarity and organization.

Important Dates

Add/Drop Deadline	Thurs, Sep. 3rd
Labor Day (Holiday)	Mon, Sep. 7th
Midterm Break	Fri, Oct. 16th
Withdrawal Deadline	Fri, Nov. 13th
Thanksgiving Break	Wed, Nov. 25 – Sun, Nov. 29

Grading and assessment

Assignment/Assessment	Points	Pct.
Personal Branding	20	2%
Reflection Papers (2)	150	15%
Resource Analysis Papers (8)	175	17.5%
Group Project	165	16.5%

930 or more	A	730 – 769.99	C
900 – 929.99	A- 72	700 – 729.99	C-

Religion	RAP #4	Dropbox	Friday	10.02.2020
Social Class	Module Quiz	Assessment	Tuesday	10.06.2020
Social Class	Social Class and You	Discussion	Wednesday	10.07.2020 (Initial Post)
Social Class	Social Class and You	Discussion	Friday	10.09.2020 (Response Post)
[redacted]ial Class	RAP #5	Dropbox	Friday	10.09.2020

Project Pt 3				
Group Project Pt 4	Final Prep	No Submissions | Thanksgiving Break		
Group Project Pt 5	C 12 -0 0 120mgn-7 3nTT2 1 Tf-0.02.8 636.481 Tw 12 -0 t81 2919 (o)-6s1			