

APPLICATION FOR CHANGE IN EXISTING COURSE: MAJOR and MINOR

1. Submitted by the College of CCIS Date: 2-2-2010

Department/Division offering course: Integrated Strategic Communication

2. What type of change is being proposed? Major Minor*

*See the description at the end of this form regarding what constitutes a minor change. Minor changes are sent directly from the dean of the college to the Chair of the Senate Council.

If the Senate Council chair deems the change not to be minor, the form will be sent to the appropriate Council for normal processing and an email notification will be sent to the contact person.

PROPOSED CHANGES

Please complete all "Current" fields.

Fill out the "Proposed" field only for items being changed. Enter N/A if not changing.

Circle the number for each item(s) being changed. For example: (6.)

3. Current prefix & number: ISC 311 Proposed prefix & number: ISC 311

4. Current Title Ethics and the Strategic Communicator

Proposed Title* Ethical, Legal and Social Issues in ISC

*If title is longer than 24 characters, offer a sensible title of 24 characters or less: Ethics, Legal, Soc Issues

5. Current number of credit hours: 1 Proposed number of credit hours: 3

6. Currently, is this course repeatable? YES NO If YES, current maximum credit hours: _____

Proposed to be repeatable? YES NO If YES, proposed maximum credit hours: _____

7. Current grading system: Letter (A, B, C, etc.) Pass/Fail

Proposed grading system: Letter (A, B, C, etc.) Pass/Fail

8. Courses must be described by at least one of the categories below. Include number of actual contact hours per week for each category.

Current:

CLINICAL COLLOQUIUM DISCUSSION LABORATORY LECTURE
 INDEPEND. STUDY PRACTICUM RECITATION RESEARCH RESIDENCY
 SEMINAR STUDIO OTHER – Please explain: One hour per week

Proposed:

CLINICAL COLLOQUIUM DISCUSSION LABORATORY LECTURE
 INDEPEND. STUDY PRACTICUM RECITATION RESEARCH RESIDENCY
 SEMINAR STUDIO OTHER – Please explain: Three hours per week

9. Requested effective date (term/year): Fall 2010 /

10. Supplementary teaching component: N/A Community-Based Experience Service Learning Both

Proposed supplementary teaching component: Community-Based Experience Service Learning Both

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11. Cross-listing: N/A or _____ / _____
Current Prefix & Number printed name Current Cross-listing Department Chair signature

a. Proposed – REMOVE current cross-listing: _____ / _____
printed name Current Cross-listing Department Chair signature

b. Proposed – ADD cross-listing: _____ / _____
Prefix & Number printed name Proposed Cross-listing Department Chair signature

12. Current Distance Learning (DL) status: Already approved for DL Please Add Please Drop

If PROPOSING, check one of the methods below that reflects how the majority of the course content will be delivered.

Internet/Web-based

Interactive Video

Extended Campus

13. Current prerequisites:
Major Standing

Proposed prerequisites:
Major standing

14. Current Bulletin description:
An introduction to the ethical dilemmas inherent in the strategic persuasion that permeates a democratic, free-market society. Emphasis will be placed on the consequences such persuasion can have on targeting groups as well as society as a whole and on the nature and exercise of responsibility as it links client to persuader to intended target.

Proposed Bulletin description:
Course will focus upon the legal, ethical and social issues faced by ISC professionals. The course will examine government regulation of direct response communications, advertising, and public relations practices as well as the industry's ethical standards and self regulation efforts. Emphasis will also be placed upon gaining an understanding of ISC's role in society's economic, social, and cultural systems. Topics will include potential societal consequences of persuasive communication practices and the ethical responsibilities of professionals in each of the ISC disciplines.

15. What has prompted this change?
The previous course title and description did not address the additional of focus on law and regulation that has been added to course curriculum to provide students with a broader perspective of the linkages between ethics, regulation and societal consequences related to integrated strategic communication practices. The ISC faculty believes the existing 1-credit course does not sufficiently address these issues because of the limited number of contact hours available.

16. If there are to be significant changes in the content or teaching objectives of this course, indicate changes:
Previously the course focused primarily upon ethical dilemmas. The course content has been expanded to include topics such as differences between First Amendment protections, political and commercial speech, government regulation of commercial speech, and the ISC professional's role in society as a purveyor of persuasive messages.

17. Please list any other department that could be affected by the proposed change:

N.A.

18. Will changing this course change the degree requirements for ANY program on campus? YES NO

If YES², list below the programs that require this course:
Integrated Strategic Communication. The new 311 course will now be a 3-credit requirement for all majors, replacing the previous 1-credit 311 requirement.

² In order for the course change to be considered, program change form(s) for the programs above must also be submitted.

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18. Is this course currently included in the University Studies Program? Yes No

19. Check box if changed to 400G or 500. If changed to 400G- or 500-level, you must include a syllabus showing differentiation for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See SR 3.1.4)

20. Within the department, who should be contacted for further information on the proposed course change?

Name: Alyssa Eckman Phone: 257-7914 Email: aeckman@uky.edu

21. Signatures to report approvals:

March 1, 2010
DATE of Approval by Department Faculty

Beth E. Barnes / Beth E. Barnes
printed name Reported by Department Chair signature

March 29, 2010
DATE of Approval by College Faculty

DAN O'HAIR / Dan O'Hair
printed name Reported by College Dean signature

12/10/2010
*DATE of Approval by Undergraduate Council

/
printed name Reported by Undergraduate Council Chair signature

*DATE of Approval by Graduate Council

/
printed name Reported by Graduate Council Chair signature

*DATE of Approval by Health Care Colleges Council (HCCC)

/
printed name Reported by Health Care Colleges Council Chair signature

*DATE of Approval by Senate Council

/
Reported by Office of the Senate Council

*DATE of Approval by the University Senate

/
Reported by the Office of the Senate Council

*If applicable, as provided by the *University Senate Rules*.

Excerpt from *University Senate Rules*:

SR 3.3.0.G.2: **Definition.** A request may be considered a minor change if it meets one of the following criteria:

- a. change in number within the same hundred series;
- b. editorial change in the course title or description which does not imply change in content or emphasis;
- c. a change in prerequisite(s) which does not imply change in content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s);
- d. a cross-listing of a course under conditions set forth in SR 3.3.0.E;
- e. correction of typographical errors.

ISC 311: Ethical, Legal and Social Issues in ISC

Place: Varies

Time: Varies

Instructor: Varies

Office: Varies

Office hours: Varies

E-mail: Varies

Phone: Varies

Course Description

This course focuses upon the legal, ethical and social issues faced by ISC professionals. We will examine government regulation of direct response communications, advertising, and public relations practices as well as the industry's ethical standards and self regulation efforts. Emphasis will also be placed upon gaining an understanding of ISC's role in society's economic, social, and cultural systems. Topics include potential societal consequences of persuasive communication practices and the ethical responsibilities of professionals in each of the ISC disciplines.

Required Readings

Advertising in Contemporary Society, by Kim Rotzoll and James Haefner

Law and Advertising, 2007 edition, by Dean Fueroghne

Course pack of articles

Purposes and Objectives

Most integrated strategic communication (ISC) courses focus on methods and techniques for developing persuasive communication; but we also need to understand the context in which ISC exists—for as much as ISC affects society, society also affects ISC message construction and dissemination. During this semester, we will work toward achieving the following objectives:

- Define ISC's role as a powerful institution in our economic, cultural and social systems and the ethical responsibilities that accompany that role
- Know and understand the conflicting arguments (economic, legal, psychological and social) surrounding the roles and effects of ISC in society (moving beyond broad generalizations and unsupported assumptions that many critics and defenders of advertising often turn to for support)
- Understand the legal and regulatory environment in which ISC exists and efforts at self-regulation through ethical standards
- Increase our sensitivity to the social influences that affect integrated strategic communication such as multiculturalism – both on domestic and global levels

Student Learning Outcomes

As an ACEJMC-accredited program, the school subscribes to the professional values and competencies expected of all graduates of accredited programs. The related learning outcomes relevant to this course are:

- understand and apply the principles and laws of freedom of speech and press;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;

- conduct research and evaluate information by methods appropriate to the communications professions;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and intended purposes.

Course Requirements and Grading

Grades primarily will be measured by your performance, based on eight assignments, three tests and a final examination.

Requirements		Grading Scale	
Required assignment 1	20 points	A	90 – 100% (360+ points)
Required assignment 2	20	B	80 – 89% (320 – 359 points)
Required assignment 3	20	C	70 – 79% (280 – 319 points)
Selected assignments (5)	100 (20 pts. ea.)	D	60 – 69% (240 – 279 points)
Test 1	40		
Test 2	40		
Test 3	40		
Attendance/Participation	40		
Final Exam	<u>80</u>		
Total Possible	400 points		

Completion Policies

The syllabus, lecture notes, assignments and grades will be posted on BLACKBOARD. Lecture notes will usually be posted prior to class. Grades posted on BLACKBOARD are for your information only. The instructor keeps an EXCEL file with the official grades for the class.

The mid-term exam will be given during a scheduled class period, and the final exam will be given during exam week. No notes or crib sheets will be allowed. Assignments must be turned in at the start of class on the day they are due.

Make-up exams will not be allowed and late papers will not be accepted, except for the following reasons: a documented illness or injury, death in the family, major religious holidays as defined by the university, or a university-related trip or activity. Students anticipating an absence for a major religious holiday must notify the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day for adding the class. Information regarding dates of major religious holidays may be obtained through the university's religious liaison, Mr. Jake Karnes (257-2754). If you miss an exam or fail to turn in an assignment on the due date, you will receive zero points, unless you make **prior** arrangements with the instructor. Students are responsible for any schedule or assignment changes, which will be announced in class or communicated via e-mail.

Attendance

Attendance will be taken each class period beginning the second full week of classes, and your class attendance/participation grade will suffer if you miss more than 2 class meetings during the semester without an acceptable excuse. Specifically, you will lose 5 points from your attendance grade for each unexcused absence after the first two. Absences for medical reasons will be excused with documentation from the health center or a physician (the documentation must be for the date of the missed class); other excused absences will be for official UK-sanctioned programs, again with written documentation from an appropriate authority person required.

Please be aware that by university rules, if you miss more than 1/5 of our class meetings (more than six class meetings), even if all of those absences are excused, I am permitted to require you to petition for a "W" or to take an "I" in the course. If you are facing health or other challenges that may restrict your ability to come to class, please meet with me to discuss this as soon as possible.

Students with Disabilities

If you have a documented disability that requires academic accommodations, please make an appointment to meet with me as soon as possible. In order to receive accommodations in this course, you must provide me with a *Letter of Accommodation* from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, jkarnes@uky.edu).

Assignments

There are 19 choices for class assignments, as listed in the class schedule on pages 3 and 4. **Three of the assignments (designated by bold type) are required for everyone.** You are then free to choose **five** from the remaining 16 assignments. Most require finding an article or an ad, writing a short essay, and discussing the article or ad in class. **You must be present and discuss your topic in class to receive full credit.**

Assignments are due at the start of the class period given in the schedule. As this is a course in advertising, the professional quality and style of the assignments are very important. They should be typed with a 12-point font and double-spaced with 1½" margins. Grammar and spelling are extremely important, and the assignments will be marked down for errors in grammar, style and accuracy. Use any style guide (Chicago, AP, etc) for reference.

Do not use any personal references (I, me, my, we, you, our, your, etc) as these words are a sign of lazy writing. Papers containing these words will be marked down.

All papers must include a cover page with the title, your name and date.

Cancellation of class or office hours

In the event that class or the instructor's office hours cannot be held, you will be notified through your UK e-mail account. It is your responsibility to check your e-mail for the latest information.

Course conduct and scholastic honesty

This course will be conducted in a professional manner to promote the educational goals and the academic standards of the university. It is expected that you give your instructor and colleagues the respect and courtesy that everyone deserves.

Class will start promptly at the scheduled time. Please arrive beforehand and stay through the end of class, so you do not disrupt the discussion. Turn off all cellular phones, pagers and other electronic devices that might be distracting.

Students in this class are subject to all UK Senate rules regarding procedures and penalties for academic offenses. Your complete honesty in regards to all assignments, projects and exams is required. Be especially mindful about using material from web-site pages on the Internet. Any information taken from Internet and other sources must be properly attributed. Students who violate university rules on scholastic honesty will be subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University of Kentucky.

Sample class Schedule

Date	Topic	Reading	Action
Week 1	ADVERTISING AS AN INSTITUTION <i>Lecture 1</i> Stepping back from the practice — Course introduction, overview and purpose		
Week 2	<i>Lecture 2</i> Ideas and institutions —The foundation of advertising: Classical liberalism	Rotzell & Haefner— Intro and Ch. 1	
Wednesday	<i>Lecture 3</i> Ideas and institutions —Revising the blueprint: Neo-liberalism	R & H—Ch. 2, 3	Find 2 ads that compare and contrast CL and NL; write a short essay.

Week 3	No Class—Labor Day		
	<i>Lecture 4</i> ISC and the Economy	R&H, Ch. 4	Find an article that relates to the economic impact of advertising, write a short essay about it, and bring both to class for discussion.
Week 4	<i>Lecture 5</i> ISC and Audiences	R&H—Ch 5	REQUIRED: Bring in an ad that either attempts to shape or reflect an audience, along with an essay about it.
	<i>Lecture 6</i> Ethical influences on the Free Flow of Information	R&H—Ch. 6	Find an article about the influence of the media in our lives. Write an essay about how that medium shapes the advertising in it.
Week 5	<i>Lecture 7</i> ISC and ethical commitments to consumers. Review for test	CP—Calfee	Find an ad that you think is especially helpful to our society. Why? Discuss the ad in light of Calfee's article.
	Test 1		
Week 6	REGULATION <i>Lecture 8</i> The First Amendment	CP—Trager article Fueroghne—Ch. 12	Find an article that relates to ISC and the freedom of speech. Write a short essay about it.
	<i>Lecture 9</i> Commercial speech	CP—Tecter article Fueroghne—Ch. 12	Find an article about an issue of commercial speech. Write a short essay about it. What do you think?
Week 7	<i>Lecture 10</i> Development of regulation 1. Case law 2. FTC and deception 3. Other forms	R&H—Ch. 7 Fueroghne—Ch. 1, 2, 3	Find an article about deceptive advertising or promotions. Write a short essay about it, and be prepared to discuss it in class.
	<i>Lecture 11</i> ISC and the Law. Use of ethical standards and industry self regulation. 1. Product liability 2. Privacy rights 3. Publicity rights	Fueroghne—Ch. 4, 5, 6, 7, 8, 9, 10	Find an article that relates to product liability, privacy rights or publicity rights, write a short essay about it, and be prepared to discuss it in class.
Week 8	4. Copyright and trademark protection 5. Comparative advertising 6. Prescription drugs Review		Bring in an ad that compares two or more products, along with a short essay about it.
	Test 2		
Week 9	ISC AND SOCIETAL POWER <i>Lecture 12</i> Persuasion theory	CP—Pollay article	
	<i>Lecture 13</i> Political Advertising		Compare the messages in competing political ads; write a short essay about them, and bring them to class for discussion.
Week 10	<i>Lecture 14</i> Deconstructing advertising and promotional messages	CP—Frith article Schudson article	REQUIRED: Analyze an ad, based on the lecture's direction, write a short essay, and be prepared to discuss the ad in class.
	<i>Lecture 15</i> Stereotypes in media portrayals of audiences		Find an ad that shows a stereotype and write an essay about it. Bring them to class for discussion.
Week 11	Presentation of Deconstructing Ads	Assignment 3 due	
	Test 3		
Week 12	SOCIAL IMPLICATIONS <i>Lecture 16</i> Introduction	CP—Lantos article	

	<i>Lecture 17</i> Gender Issues		Find an ad that exhibits a gender issue, write an essay about it and bring them to class for discussion.
Week 13	<i>Lecture 18</i> Cultural Diversity Issues in ISC	CP—Cortese article	Find an ad that exhibits a diversity issue related to multiculturalism, write an essay about it and bring them to class for discussion.
	<i>Lecture 19</i> Generational Issues a. Children and advertising b. Youth bias c. Elders	CP—John article	Find an ad that exhibits a generational issue, write an essay about it and bring them to class for discussion.
Week 14	<i>Lecture 20</i> Advertising Controversial Products	Fueroghne—Ch. 13	Find an ad that about a controversial or offensive product or service, write an essay about it, and bring them to class for discussion.
	The Client-Agency Relationship	Fueroghne—Ch. 11	
	FALL BREAK NO CLASS		
Week 15	<i>Lecture 21</i> Influence Advertising a. Social causes b. Corporate advertising c. Pro Bono advertising		REQUIRED: Find an ad that deals with a social cause, write an essay about it and bring them to class for discussion.
	<i>Lecture 22</i> Internet Advertising and Regulation	Fueroghne—Ch. 14	Determine an issue in regards to the regulation of advertising on the Internet. Find an example of that issue, and write a short paper about the issues. Take a position.
Week 16	<i>Lecture 23</i> Advertising's Role in tanelectronically mediated world	R&H—pp. 203-209 CP—Phillips and Helm articles	
	Review		
	FINAL EXAM		