

Strategic Communication in a Culturally Diverse Marketplace  
Strategic Communication, ADPR 4750, and 101 + 102  
Fall 2020, 3 credits

## Contact Information

Dr. Kevin D. Thomas  
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## Office hours

Virtual office hours are held on Microsoft Teams each Thursday from 3:15-4:30 pm (Central) and by appointment. The link to join my weekly virtual office hours will be emailed and posted as an announcement to the course site on D2L. When requesting an office hours appointment, please provide me with a minimum of 24 hours' notice when possible, as I may not be available for same-day appointments.

## Course description

Designed to help students develop skills in an ever-diversifying marketplace. Addresses topics including transcultural marketing, the role of culture in communication, differences in styles of communication across groups and the role brands play in this process. Explores culture as directed to a broad range of people from multicultural audiences to immigrating immigrant communities to generational marketing to LGBTQ communities and disabilities communities. Further, it leverages real world experiences by building connections to diverse local organizations. Prereq: ADVE 1400 or PURE 1800 or STCM 1600.

## Course overview

The "browning of America" brings with it fundamental shifts in the marketplace landscape. Today, approximately half of all young people in the U.S. are of color, and it is estimated that by the year 2045, people of color will comprise the majority of the total U.S. population (The Brookings Institution 2018). In addition to addressing dramatic alterations in the racial and ethnic configuration of the U.S., advertisers and other strategic communicators must also attend to significant cultural transitions that are transforming the marketplace. Advances in technology and healthcare have enabled children and older U.S. citizens to participate in consumer culture at unprecedented levels. Additionally, the growing visibility and collective

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.

# Communication Policy

## Instructor Communication Policy

You should note Marquette University's policy on email: "E-mail is an appropriate and preferred method for official communication by Marquette with students unless otherwise prohibited by law. The university has the right to send official communication to students by e-mail with the assumption that students will receive, read and, if necessary, act in a timely manner based upon these e-mails."

In accordance with the policy highlighted above, if I need to contact you outside of class, I will use your Marquette email address, and expect that you will read and respond to this communication in a timely manner. Additionally, please recognize standard email etiquette. Initial emails to me should contain (minimally) a subject, greeting and closing. Please greet me as Dr. Thomas or Prof. Thomas.

I will attempt to respond to emails and questions posted to D2L within 24 hours. If you have not received a reply from me within 24 hours, please send me a friendly reminder by email.

## Student Communication Policy

Please review the [Netiquette at Marquette](#) prior to completing any course work. Since this is a fully online course, your communications with me and other students are critical to your learning experience. Please be respectful to others as you communicate.

In addition to Netiquette at Marquette policy, I would like to ask you to be cautious of dominating any discussion, keep an open mind and be sure to proofread and edit prior to publishing anything to D2L.

## Attendance and Participation

An online course unlike a face-to-face course attendance is not taken as roll call or a checklist. Instead, attendance is considered your participation and engagement in activities and completion of the given assignments.

This is a collaborative online course. Much of your learning takes place in the online learning community with and from others. Therefore, it is essential that you are present in the course and discussion forums.

If you fall behind it will be extremely challenging to catch up. If you find yourself absent from the course and falling behind, please contact me as soon as possible.

## Late Work Policy

Work submitted late and without prior communication with me will not be accepted. Please communicate with me in a reasonable amount of time (more than 24 hours before an assignment due) if you'd like to request an extension on a specific assignment. Extensions will be permitted on a case-by-case basis.

## Assignments + Assessments

### Introduction Activity - Personal Branding (20 pts)

Each student will upload the logos of two brands that best represent two aspects of their identity -- their personal self, and their professional self. Along with your uploaded logos, each student will need to briefly discuss (approx. 300 words total -- approx. 150 per logo) how the attributes connected to each of their chosen logos coincide with their personal and professional self.

### Reflection Papers (150 pts: 2 total | 75 pts each):

Critical analysis involves ongoing self-reflection and processing of key concepts. Therefore, you will individually respond to two (2) prompts during the course that will ask you to earnestly engage with your whole self. Each reflection paper will be worth seventy-five (75) points and should be approximately 750 words in length. Scoring will be dependent on:

1. How deeply and thoroughly you engage with each prompt, particularly your willingness to be open and honest
2. How effectively you incorporate relevant course content
3. Your ability to write in a concise and engaging manner that is free of grammatical and spelling errors

### Resource Analysis Papers - RAPs (175 pts: 8 total w/ lowest score dropped | 25 pts each):

Comprehension increases with engagement. To deepen your understanding of the information discussed in module resources, you will write and submit eight (8) analysis paper approximately 350 words in length wherein you will summarize and synthesize key insights founds across readings and other course materials. Each paper is worth 25 points and the slowest scored RAP will be dropped. Scoring will be dependent on:

1. How accurate your response is to the prompt/question
2. How effectively you incorporate and translate information from relevant course materials into your own words

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 a summary report (approximately 500 words) that highlights the progress the group has made as a whole as well as each team members' individual contributions at time of submission.
- Communication Plan (95 pts): Each team will develop and submit a detailed communication plan that will support the mission and goals of our community partner
- Peer Assessment (10 pt): Each student will complete an assessment form that will evaluate the performance of every team member, including their own performance

### Quizzes (90 pts: 10 total w/ lowest score dropped | 10 pts each):

There will be ten (10) quizzes administered over the length of the course. Each quiz will consist of one (1) short-answer question and will be worth ten (10) points. Students will be provided three (3) minutes to complete each quiz.

### Exams (200 pts: 2 total | 100 pts each):

There will be two (2) exams designed to gauge your understanding of pertinent course material. Exam 1 will take place during Module 6 and will cover material from Modules 1 through 5; Exam 2 is scheduled for Module 11 and will include material from Modules 6 through 10. Each exam will consist of a combination of multiple choice, True/False, and short answer questions.

## Discussions

Key topics and concepts will be introduced through a host of course materials. These materials will be discussed online in the D2L discussion board.

Students are required to submit initial posts to discussion questions before Wednesday midnight of each discussion week and to post responses before

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

### Grading and assessment

<u>Assignment/Assessment</u>	<u>Points</u>	<u>Pct.</u>
Personal Branding	20	2%
Reflection Papers (2)	150	15%
Resource Analysis Papers (8)	175	17.5%
Group Project	165	16.5%
Discussion Postings	200	20%
Quizzes (10)	90	9 %
Exams (2)	200	20%
<b>Total:</b>	<b>1,000</b>	<b>100%</b>

<u>Points</u>	<u>Grade</u>	<u>Points</u>	<u>Grade</u>
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930 or more	A	730 – 769.99	C
900 – 929.99	A-	700 – 729.99	C-
870 – 899.99	B+	670 – 699.99	D+
830 – 869.99	B	600 – 669.99	D
800 – 829.99	B-	Below 600	F
770 – 799.99	C+		

**NOTE:** No scores will be rounded

## Course Policies

**Assignment Submissions:** All course work must be submitted to D2L by 11:59 pm (Central) on the scheduled due date.

**Attendance:** Students will participate as outlined for each activity. Students will be considered absent if they do not post by the due date. Since this is an online course, more than 3 absences will result in automatic withdrawal from the course.

**Working in Groups:** Students may not change groups without prior approval from the instructor

**Academic Integrity:** Students are required to submit all papers via D2L's Dropbox, using the Turnitin functionality.

## Accommodation statement:

If you have a disability and require accommodations, please contact me early in the semester so that your learning needs may be appropriately met. You will need to provide documentation of your disability to the Office of Disability Services. If you are unsure of what you need to qualify for services, visit the [Office of Disability Service's website](#) or phone the Office of Disability Services at 414-288-1645.

## Resources for Students

[Becoming a Successful Online Student](#)  
[Support Services and Offices](#)

## Class Schedule

<b>Module</b>	<b>Assignment Title</b>	<b>Assignment Type</b>	<b>Day</b>	<b>Due Dates (by 11:59 pm Central)</b>
Intro	Communicating in Diverse Marketplace	Discussion	Thursday	08.27.2020
Intro	Personal Branding	Discussion	Friday	08.28.2020
Intro	Module Quiz	Assessment	Saturday	08.29.2020
Intro	Reading Culture in Advertising	Discussion	Saturday	08.29.2020
Critical Theory	Module Quiz	Assessment	Tuesday	09.01.2020
Critical Theory	Ideology and Strategic Communication	Discussion	Wednesday	09.02.2020 (Initial Post)
Critical Theory	Ideology and Strategic Communication	Discussion	Friday	09.04.2020 (Response Post)
Critical Theory	RAP #1	Dropbox	Friday	09.04.2020
Race & Ethnicity	Module 3 Quiz	Assessment	Tuesday	09.08.2020
Race & Ethnicity	The History of Race and Ethnicity	Discussion	Wednesday	09.09.2020 (Initial Post)
Race & Ethnicity	The History of Race and Ethnicity	Discussion	Friday	09.11.2020 (Response Post)
Race & Ethnicity	RAP #2	Dropbox	Friday	09.11.2020
Nationality	Module 4 Quiz	Assessment	Tuesday	09.15.2020
Nationality	Representing Nations	Discussion	Wednesday	09.16.2020 (Initial Post)
Nationality	Representing Nations	Discussion	Friday	09.18.2020 (Response Post)
Nationality	Reflection Paper #1	Dropbox	Saturday	09.19.2020
Genders	Module 5 Quiz	Assessment	Tuesday	09.22.2020
Genders	Codes of Gender	Discussion	Wednesday	09.23.2020 (Initial Post)
Genders	Codes of Gender	Discussion	Friday	09.25.2020 (Response Post)
Genders	RAP #3	Dropbox	Friday	09.25.2020
Religion	Exam #1	Assessment	Monday	09.28.2020
Religion	Module Quiz	Assessment	Tuesday	09.29.2020
Religion	Reflecting on Religion	Discussion	Wednesday	09.30.2020 (Initial Post)
Religion	Reflecting on Religion	Discussion	Friday	10.02.2020 (Response Post)



<b>Module</b>	<b>Assignment Title</b>	<b>Assignment Type</b>	<b>Day</b>	<b>Due Dates (by 11:59 pm Central)</b>
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)
Social Class	RAP #5	Dropbox	Friday	10.09.2020
Sexualities	Module Quiz	Assessment	Tuesday	10.13.2020
Sexualities	Identifying Pinkwashing	Discussion	Wednesday	10.14.2020 (Initial Post)
Sexualities	Identifying Pinkwashing	Discussion	Thursday	10.15.2020 (Response Post)
Sexualities	RAP #6	Dropbox	Thursday	10.15.2020
Mental Wellness and Disabilities	Module Quiz	Assessment	Tuesday	10.20.2020
Mental Wellness and Disabilities	Re-presenting mental health and disabilities	Discussion	Wednesday	10.21.2020 (Initial Post)
Mental Wellness and Disabilities	Re-presenting mental health and disabilities	Discussion	Friday	10.23.2020 (Response Post)
Mental Wellness and Disabilities	RAP #7	Dropbox	Friday	10.23.2020
Age	Module Quiz	Assessment	Tuesday	10.27.2020
Age	Persuading Children	Discussion	Wednesday	10.28.2020 (Initial Post)
Age	Persuading Children	Discussion	Friday	10.30.2020 (Response Post)
Age	RAP #8	Dropbox	Friday	10.30.2020
Group Project Pt 1	Exam #2	Assessment	Wednesday	11.02.2020
Group Project Pt 1	Team Branding	Dropbox	Friday	11.06.2020
Group Project Pt 1	Team Contract	Dropbox	Friday	11.06.2020
Group Project Pt 2	"Fieldwork"	No Submissions		
Group	Progress Report	Dropbox	Friday	11.20.2020

<b>Module</b>	<b>Assignment Title</b>	<b>Assignment Type</b>	<b>Day</b>	<b>Due Dates (by 11:59 pm Central)</b>
Project Pt 3				
Group Project Pt 4	Final Prep	No Submissions   Thanksgiving Break		
Group Project Pt 5	Communication Plan	Dropbox	Friday	12.04.2020
Group Project Pt 5	Peer Assessments	Dropbox	Monday	12.07.2020