

AUSTIN PEAY STATE UNIVERSITY
Department of Communication and Theatre
Course Procedures and Expectations
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I. Course Structure and Approaches

1. In the course, we will be using a variety of learning methods. In the threaded discussion area, we discuss course concepts and invite students to offer their own experiences, personal and professional backgrounds, and viewpoints. An active discussion and your enthusiastic participation are important to your learning experience, to your grade, and to the success of your fellow students.

2. You will be able to refer regularly to the Course Schedule, which provides a framework for the course, so we can progress through the same units and discussions together. As you'll notice, some units last one week while others are two weeks. Keep up with the work. This is a highly accelerated program and will require a great deal of time and attention to detail. It's very easy to miss important information if you're not logging in regularly. If something prevents your participation, please make sure to let me know. You will not be able to make up work later, except under very extraordinary circumstances. Stick to the schedule!

3. Readings: *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications*. 8th Edition, Terence A. Shimp, University of South Carolina

II. Assignments and Course Project

A. Discussion Board Postings, reading responses and assignments

Throughout the semester, I will review your assignments for each

unit of study. This includes responses to discussion questions, research reviews, etc. I will be looking for meaningful responses to each of the unit assignments. In your response, you should refer to readings, your own experience, and other resources germane to the question.

In addition to classroom discussion questions, you are expected to respond to at least one of your fellow learners' discussion board postings. This response should be substantive (100-200 words), well organized, and thoughtful. While it is certainly not expected that you will agree with all of your classmates' comments, please assure that your postings are respectful and avoid personal attacks.

B. Research paper proposal

You will be expected to develop a 6-10page proposal for a major research paper. This may be a case study or an exploration of a topic. Suggestions for paper ideas and expectations regarding a graduate level research paper may be found under course information. You will select an aspect of Integrated Corporate Communication that interests you and do the following: 1) Develop a research question; 2) Write an introduction; 3) Identify a theoretical approach and methodology that you propose to use; 4) Write a literature review and develop a bibliography; 4) Identify the significance and usefulness of the proposed project or paper. I suggest you review the section "How to Write a Research Paper" in the Course Information section. Start this early! It will take much more time than you expect! Send a brief description of the topic you intend to develop. If you'd like help making a decision about your project concept, contact the instructor.

III. Communication with the Instructor

Regardless of your experience, it's very important that you ask questions if you're confused about an assignment or course expectations.

IV. Assessing Your Performance in Integrated Corporate Communication

Your performance in Integrated Corporate Communication will be assessed based on:

Research paper proposal	40%
Participation in Course Discussion	60%

V. Grading Scale

Excellent	4 Points
Very Good	3 Points
Good	2 Points
Fair	1 Point
Poor/No Response	0 Points

VI. Self-Assessment

In one to two pages, assess your performance in the course, highlight what you've learned, and identify areas where you would have liked additional information/approaches.