

Issue Management

SPCM 545 | Thursdays | 8-10 p.m. | Location TBA

**Office Location:** Life Hall 231C

**Office Hours:** TBA

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**Course Description:** Issue Management deals with the process of shaping public opinion and policy. Areas such as dialogue, apologia, and rhetorical approaches to public influence are dealt with, as means of managing organization-public relationships. Issue management provides students with practical frameworks for managing relationships with internal and external publics and techniques for shaping public opinion. Issue management also provides students with critical frameworks for developing and evaluating public opinion campaigns.

**Objectives**

- To demonstrate knowledge of scholarly and professional writing standards.
- To demonstrate knowledge of the critical/theoretical issues involved in rhetorical issue management.
- To develop an understanding of the role played by the media and activist groups in the issue management process.
- To develop familiarity with environmental monitoring/scanning.
- To demonstrate knowledge of the role of “dialogue” in issue management.

**Academic Dishonesty:** The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own original work and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

**Plagiarism** is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else’s ideas, speech, presentation, essay, book review, or news release as original. It also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments.

It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.

- Please come to class prepared to participate and contribute to class.
- Please submit all work in a professional “final-draft-looking” form.
- **NB:** “draft,” dot matrix, hand-written, or typewriter documents will not be accepted.
- Late assignments will be discounted 10% per calendar day.

**The Department of Communication’s attendance policy:** students may miss the equivalent of one week of classes without penalty. If three classes are missed (on a two day a week schedule), your final grade will be reduced by 5%; if four classes are missed, your final grade will be reduced by 10%. Missing more than two weeks worth of classes will result in a failing grade for the course.

**For “perfect” attendance:** (including being on time for each class) you will gain an additional 3% on your final grade. No exceptions to bonus will be made for any reason.

<b>Assignments</b>	<b>Points</b>
<b>Reaction Papers to Readings</b> (3 pages each, 100 pts. each, x 3)	<b>300</b>
<b>Issue Presentations</b> (3 @ 150 pts.; 15/15/30 min. + V.A.s & 2 pp. of handouts)	<b>450</b>
<b>Organizational Position (White) Paper</b> (5–7 pp., memo form)	<b>300</b>
<b>Research/Critical Paper</b> (15+ pp. of text + Bibliography, etc.)	<b>500</b>
<b>Professionalism</b> (Preparedness for class, participation in class, etc.)	<b>300</b>
<b>Total</b>	<b>1,850</b>

**Note:** College level writing standards are expected on all work submitted (this includes correct grammar, spelling, punctuation, careful proofreading, etc.). No spelling errors are allowed—having even one spelling error will result in a zero for the assignment in question. All assignments should be double-spaced (with 25–27 lines-per-page), have one-inch margins (1”) all around, and be written in one of the following fonts: **Bookman** or **Bookman Old Style** 11pt., **Times** or **Times New Roman** 12 pt., **Palatino** 11 pt., **New Century Schoolbook** 11 pt., **Garamond** 12 pt., or **Bernhard Modern** 12 pt. (see me for other options). For headings, use **bold-face type**, **Arial Black**, or **Helvetica Black**.

### **Course Schedule**

Day 1:	1.17.02	Overview of Issue Management   Define Issues	
Day 2:	1.24	Select Issue   Issue Research   Video	
Day 3:	1.31†	<b>Read:</b> Packet	
Day 4:	2.7†	.....	<b>Issue Presentation I</b>
Day 5:	2.14†	<b>Read:</b> Packet	
Day 6:	2.21†	Video   Class Activities	
Day 7:	2.28†	<b>Read:</b> Packet	
Day 8:	3.7†	.....	<b>Issue Presentation II</b>
Day 9:	3.14	<b>No Class</b> —Spring Break	
Day 10:	3.21†	<b>Read:</b> Packet	
Day 11:	3.28†	TBA.....	<b>Position (White) Papers Due</b>
Day 12:	4.4†	<b>Read:</b> Packet	
Day 13:	4.11†	<b>Read:</b> Packet.....	<b>All Reaction Papers Due</b>
Day 14:	4.18	Engagement/Dialogue	
Day 15:	4.25	.....	<b>Issue Presentation III</b>
Day 16:	5.2	<b>No Class</b> —“Thursday Designated as a Monday”	
Day 17:	5.TBA	<b>Finals Week</b> .....	<b>Final essays due</b>

†: Reaction Papers may be submitted.

