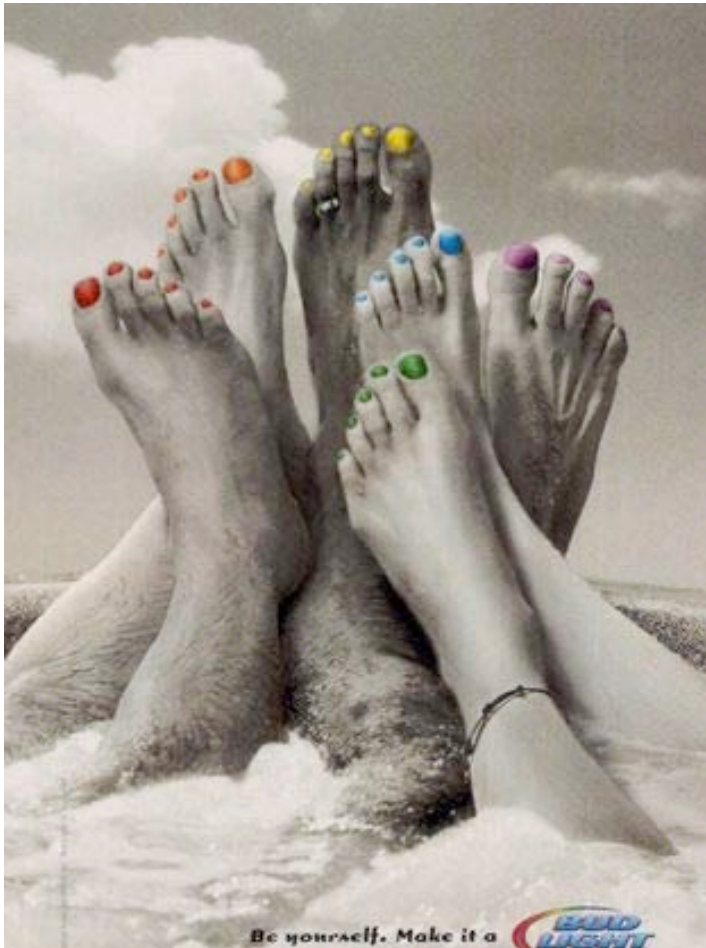


JOURN 4200: PRINCIPLES OF STRATEGIC COMMUNICATION



Professor: Dr. Frisby

Contact Info: Office 573-882-6232

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Office hours: Tuesdays: 9:30 - 11:30 a.m.

and Fridays, 11:00 - 12:30 p.m (with

the exception of 2nd Fridays

and by appointment only!!

Texts: O'Guinn, T. C., Allen, C. T.,
and Semenik, R. (2000). Advertising
2., Southwestern.

Sayre, S. (2005). Campaign Planner
for Integrated Brand
Communications, South-Western



Course Meets in Fisher Auditorium

**MONDAYS, WEDNESDAYS,
AND FRIDAYS
10:00 - 10:50 AM**

COURSE WEBSITE:

[HTTP://BLACKBOARD.MISSOURI.EDU/](http://blackboard.missouri.edu/)

Course Requirements:

- Junior Standing. Course is restricted to Journalism, Agric Journalism, Accountancy, and Business Admin Students only. No overrides will be distributed or approved.
- Access to a wide variety of newspaper, magazines, and television ads.
- You must check the Blackboard course site and your Mizzou e-mail account at least 3 times per week.
- Designed specifically for Strat Comm Majors

About the Journ 4200 Course

Everyday we are exposed to thousands of media messages. Do you know how advertising and public relations campaigns affect you? How do persuasive messages affect you, your friends and family, the economy, and society as a whole? Good news... J4200 will help you answer these and many other questions regarding the effects of advertising on society and our well-being. Principles of Strategic Communication provides by affording you with learning experiences that will allow you to gain a better understanding (and appreciation) about what strategic communication and advertising is, what it is not what it can be, how it works, along with a basic knowledge about the environmental constraints and legal regulations.