Student Disability Services:
In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Electronics Policy:
Due to recent advances in technology, cell phones, iPods, pagers, etc. will not be allowed out during class time. Cell phones shall not be used for any purpose during class time. Any student with a cell phone in hand or on his or her desk during class time will be asked to leave class and will be counted absent for that day. This policy applies during student presentations as well as during lecture and discussion. Any student using a cell phone during an exam will receive a zero on that exam and may be subject to other university discipline. Laptops also will not be allowed out during class without the permission of the instructor.

Readings:

AND
Weekly Readings posted on Blackboard, EBSCO, Available on Reserve, or e-mailed to your WKU account

Course Goals: This course has been developed as a survey of organizational issues management. This course is constructed to accomplish the following goals:
- to provide a clear understanding of what issues management is, its development as a field of study, and the need for it in organizations
- to afford students a clear understanding of the strategic nuances of issues management
- to examine effective and ineffective issues management in organizations
- to give students the tools to perform issues analyses of/for organizations
- to examine issues management’s relationship to other organizational communication functions such as public relations, crisis communication, risk communication, and advocacy
- to prepare students for academic and professional endeavors outside of the classroom

The assignments in this class are designed to achieve these goals. Assigned readings, class lectures, in-class activities, projects, and presentations will not only provide you with information about major concepts, but also will allow you the opportunity to experience the concepts. Therefore, your attendance and participation in class are of utmost importance.

Course Requirements and Policies
ATTENDANCE: Department of Communication, MA in Communication, Attendance Policy (Effective Summer, 2006)
The Department of Communication Graduate Program develops student knowledge and skills through a varied curriculum in applied organizational communication. Our courses are special
learning communities in which professors and students join together to study course-specific literature from the Communication discipline. Students process and evaluate scholarly work through written and oral presentation of information and ideas. Therefore, attendance and active participation are essential for all students’ success.

Punctual attendance at each class is an obligation of the student. By registering for this course, you are indicating that you will be able to attend classes on time and without early departure on the dates published. A student missing a weekend class meeting or more than one meeting of a semester-long class should NOT expect to pass the course. Students should have their personal or professional schedules well in mind when they choose courses for the semester. Therefore, do not register for a course if you know you will not be able to attend class on all the published dates. Graduate faculty may supplement this departmental attendance policy through specific announcements in each course syllabus.

**Assignment Due Dates:**
All assignments must be completed by the beginning of the class period in which they are due for full credit. If you are in an extended campus section, assignments must be e-mailed to me prior to the class start time. All assignments must be turned into the instructor hardcopy AND submitted to Turnitin.com (if requested) PRIOR to the beginning of the class period in which they are due. Assignments not submitted to turnitin.com prior to the beginning of the class period in which they are due may not be graded or receive any credit. *If a student turns in a paper more than 15 minutes after the class period begins (or 15 minutes after the posted time for assignments due on non-class days), it is considered late.* If a student is in class the day an assignment is due but simply could not complete the assignment on time, the work will be accepted late, but will be subject to a penalty of a one letter grade deduction per day the assignment is late (the assignment must still be submitted to turnitin.com as well). Late work will be accepted with no penalty if accompanied by an acceptable excuse (e.g., documented illness, family death). If a student accrues an unexcused absence for the class period in which the paper is due, the paper will not be accepted unless the assignment is turned in PRIOR to the absence.

**NOTE:** Because the answers to reading questions are discussed in class the day they are due, I WILL NOT ACCEPT READING QUESTIONS LATE unless the student has accrued an excused absence.

Presentations may not be made up!!!!

**Academic Dishonesty**
I expect that all of the individual assignments you complete for COMM 563 (and in all of your other courses) are always your own work. Please read the information on plagiarism and cheating from your student handbook for your own clarification on what constitutes these offenses. Aside from copying work, plagiarism **includes incorrectly citing sources** or **presenting someone’s information as your own**, without crediting the source. In written form, you must use quotation marks when referring to another’s work.

**YOU ARE RESPONSIBLE** for telling your audience or reader whether you are:

1. directly quoting from a source
2. paraphrasing closely from a source, which means using significant portions of another source’s sentences or language
3. using the ideas advanced by a different source

COMM 563 – Issues Management
Western Kentucky University and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, using the same assignment in more than one class, cheating on an exam, or purchasing papers, speeches, or other assignments may receive a failing grade on the assignment and in the course, and may be reported for disciplinary action. Falsified medical excuses and presenting another student’s work as your own, or taking and exam from the classroom fall within the guidelines of this academic integrity policy.

COURSE ASSIGNMENTS AND DESCRIPTIONS:
Reading Questions (10@ 20 points each): 200 points each
Discussion and Participation: 100 points
Exam: 100 pts
Final Paper: 250 points
Presentation: 50 points
***Note: All written work should be completed in Arial 11 pt. font with one-inch margins.

Reading Questions: To encourage discussion (and to make sure you’ve read), you will have a set of reading questions due during 10 weeks of the course. The questions will be available on BLACKBOARD. You can satisfactorily meet this requirement by providing SHORT answers to each question (about a paragraph or two). Please re-type all questions and provide the answer below the corresponding question. Single space answers; double-space in between questions.

Discussion and Participation: Each student is expected to come to class every night and to provide valuable input.

Exam: A take-home essay exam will be posted on blackboard.

Final Paper: Each group will complete an Issues Analysis of an organization. An assignment sheet for this project will be posted on blackboard with specific directions.

Presentations: Each group will be required to prepare a 15 minute formal presentation of your paper. Guidelines will be posted later in the semester.
Tentative Daily Schedule

Introductions
Description of the Course and Final Paper

What is Issues Management? (Discussion of Chapters 1 & 2, Readings on Blackboard)

The Chase Model of Issues Management (Chapter 3 and Readings on Blackboard)

Dystsens Theory (Readings posted on Blackboard)

Current Trends (Aburdene-all chapters)

Stakeholders (Chapter 5, Readings on Blackboard)

Issues Communication (Chapter 6, Readings on Blackboard)

Obligations and Constraints on Issues Communication (Chapter 7, Readings on Blackboard)

Corporate Social Responsibility (Chapter 4, Readings on Blackboard)

Issues Management and its Relationship to Crisis and Risk Communication (Chapters 8&9, Readings on Blackboard)

Brand Equity and Organizational Reputation (Chapter 10, Readings on Blackboard)

No Class Professor at Annual National Communication Association Convention

Professor Report from NCA/Course Content Wrap-up/Comprehensive Exam Due/In-class Work on Final Project

In-Class Work on Final Project

Final Papers Due/Final Presentations Begin

Final Presentations Continue