

JOUR 640 Strategic Campaigns (#68531)

Spring 2017 (1/16/2017 version)

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Class meetings: Tu. & Th. 9:30-10:45 a.m.; Stauffer-Flint Hall Room 202

Office hours: Wed. 10-11 a.m., 1-3 p.m., & by appointment via email

### **Course Overview:**

This is a “hands on” capstone class with the expectation that students have taken all other strategic communications classes and are therefore ready to develop a real campaign. It is assumed that you already have an excellent understanding of advertising, public relations, marketing and research methods. Another assumption is that you have mastered message/media production skills.

### **Course Objectives:**

1. To review all the knowledge and training you have acquired about advertising, PR and other forms of promotion.
2. To apply and integrate everything you already know, and to obtain other necessary skills, in order to create effective campaigns that go beyond traditional advertising and public relations.
3. To experience how a real advertising/PR agency operates.
4. To identify and solve a client’s marketing problems.

### **Prerequisite:**

“Admitted to the School of Journalism, of a academic level of senior or higher, successfully completed JOUR 435 or JOUR 560 and JOUR 513 or JOUR 523 or JOUR 420 and JOUR 568 or JOUR 460 and be in good academic standing with a 2.5 KU cum. GPA.”

### **Course Structure:**

1. You will work very closely with a group of teammates, which will operate like a real strategic communication agency. The agencies will cooperate and compete with each other at the same time. The success of your agency heavily depends on your contribution, and you will be graded by your teammates. Your accountability is *extremely* important.
2. Each agency (group) will develop two campaigns. The first few weeks you will work on a campaign for a large company, followed by another campaign for a local non-profit organization. Each project will result in a plansbook. The professor will receive both a hard and electronic (PDF) copy of both plansbooks. The second client will receive multiple hard and/or electronic copies.
3. The campaigns will cover traditional elements including primary and secondary research, actual advertisements, a media plan, and various PR as well as social media/interactive tactics. Innovative promotional strategies and executions are expected as well.

4. There will be very few lectures, so we may not meet in the classroom often. Instead, classes/meetings will often be held in the library, client's office, etc. Groups will meet and progress will be reported to the professor frequently. Attendance, which will significantly affect your grade, will *likely* be taken in every class and *must* be taken at every group meeting.

5. In your final plansbooks and presentations, you are expected to demonstrate what you have learned in the J-School. In other words, you are expected to show solid research and strategic/critical thinking, and to use several forms of media, including print and video.

### **Course Materials:**

No textbook required. You are strongly urged to follow Adweek, Advertising Age, and PRWeek on Facebook. Please also visit their websites regularly. Additional reading materials will be announced in class and/or on Blackboard.

### ***Tentative Course Schedule (subject to change):***

Week 1: (January 17 & 19):

Introduction; structure of this class; agency hiring process (team assignment); team sign-up sheet due in class **Thursday**

Week 2 (Jan. 24 & 26):

Team assignment announced Tuesday or Thursday; announcement of first client; review primary and secondary research

Week 3 (Jan. 31 & Feb. 2):

Lecture on crucial topics; individual short assignment (a hard copy on branding) due in class on **Tuesday**; **first progress (team) report** due **Thursday** via email.

Week 4 (Feb. 7 & 9):

Additional lectures/discussions; continue to work on the first client assignment; **second progress report** due **Tuesday** via email; **First draft** of plansbook due **Thursday** (format and method TBA); work on final plansbook.

Week 5 (Feb. 14 & 16):

Tentative first meeting with second client this week (TBA). Presentation rehearsals.

Week 6 (Feb. 21 & 23):

**Final plansbook, peer evaluations, and attendance report** due in class on **Tuesday**. **No late plansbook will be accepted for any reason. Group presentations in class on **Tuesday and Thursday**.**

Week 7 (Feb. 28 & March 2):

**First progress report (for the second client)** due **Thursday** in class or via e-mail (TBA).

Week 8 (March 7 & 9):

Wrap up your secondary research; identify client's problems and needs as well as your objectives and target audience(s). **Second progress report** due **Thursday** in class or via e-mail (TBA).

Week 9 (March 14 & 16):

Wrap up primary research. **First draft (hard and email copy)** of plansbook due **Thursday**.

Week 10 (March 21 & 23):

**Spring break**; no class.

Week 11 (March 28 & 30):

Group consultations; **second draft** of plansbook due **Thursday**.

Week 12 (April 4 & 6):

Group consultations and/or workshops.

Week 13 (April 11 & 13):

Group consultations and/or workshops; **third draft** of plansbook (including promotional messages and media plans) due **Thursday** via email.

Week 14 (April 18 and 20):

Group consultations and/or workshops.

Week 15 (April 25 & 27):

Group consultations; **fourth draft** of plansbook due **Tuesday** via email; presentation rehearsals. **Final plansbook** due **Friday morning at 10 a.m.**; no plansbook will be accepted after the deadline for any reason and the agency will be fired; multiple copies will be delivered to the client that day.

Week 16 (May 2 & 4):

**Final presentations (date/time TBA)**; peer evaluations and attendance reports due immediately after. Receipts for compensation due **Friday, May 5 at 9:30 a.m.**

Week 17 (Thursday, May 11, 7:30 – 10 a.m.)

Scheduled time for final exam – back-up day/time for final presentation.

**Method of Evaluation (subject to change):**

Attendance/contribution/quizzes 10%

Presentations 15%

Campaign #1 [(group score x peer score)/100+10] 25%

Campaign #2 [(group score x peer score)/100+10] 50%

Note: Excessive absences, absences on crucial dates (e.g., formal presentations), poor peer scores, and/or unprofessional presentations or plansbooks will likely result in a lower grade such as a D or F.

**Additional Remarks:**

- 1) This is a leading journalism school. You are expected to perform, and will be graded, accordingly.
- 2) Students missing any of the first three days of class may be involuntarily dropped from the course (unless they are officially excused).
- 3) Excused absences are granted only for highly unusual circumstances that are beyond your control, such as documented medical emergencies. Weddings, family gatherings, taking your roommate to the airport, leaving early for a vacation, etc. do not qualify. However, job interviews and family (medical) emergencies would be acceptable reasons.
- 4) All the work has to be your own (and created specifically for this course) or you will fail this class.  
Refer to official KU publications for policy on academic dishonesty and student conducts. If cheating is suspected, it will be the student’s responsibility to prove otherwise.
- 5) Occasionally you will spend extra money on photocopies and art supplies.
- 6) If a midterm exam is given, it would likely be open-books/notes. No exchange of books/notes will be allowed during the exam. Surprise quiz(es) would not be open-book/notes. No make-up exam/quiz will be given except for documented medical emergencies or similar circumstances (in this case the instructor needs to be notified immediately).
- 7) Keep in mind that good persuasive messages are based on sound strategies, which come from solid research and thinking. Good ideas also need time to develop and mature, so

*start early.*

- 8) In addition to good concepts, you need good writing (including good grammar), production and presentation skills to sell your ideas. You are expected to produce messages and plansbooks of professional quality (e.g., no typos). Offensive language or visuals (sexually suggestive, sexist, racist, homophobic, rude, etc.) are not acceptable and will likely result in a zero.
- 9) Inattention and disruptive behavior/language, including talking/texting/web surfing in class, will not be tolerated. You will be asked to leave the classroom. Severe cases will be reported to university officials and may result in withdrawal from this class. Refer to KU publications for more information.
- 10) Reasonable accommodations will be provided for students with a documented disability. Please notify the instructor of accommodations needed for the course during the first two weeks of class. **Religious holidays** will be honored, but you will need to notify the professor in writing by the end of the 2<sup>nd</sup> week of this semester.
- 11) By working on the campaigns, you automatically give up your “intellectual property” rights and will not demand compensation from the client(s), university, or professor this semester or in the future. Your works will be shown to other professors, students, clients, marketing professionals, etc.
- 13) In addition to class meetings, we will communicate through e-mail and our Blackboard site. Therefore, please check your KU e-mail and our Blackboard site at least once a day.
- 14) In this class, it is important that you feel comfortable expressing ideas and opinions. I welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.
- 15) Every group has the option of hiring an outside graphic designer or web developer to help with the final plansbook, presentation, and/or certain tactics for the second client. This person should be credited in the plansbook/presentation. The group will be responsible for the compensation.
- 16) I reserve the right to modify the syllabus. Any changes will be announced in class, via e-mail, and/or posted on our Blackboard site and become official.

## KU J-School Policies

### **Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:**

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

*The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.*

#### Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

#### Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

Here's some clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).
- Plagiarism is stealing. You take someone else's ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. "Recycling" past reports/assignments from previous classes/students and presenting them as your own falls into the category of plagiarism.

- If you cut and paste something then add a source, that is not enough. You'd need to rewrite it *in your own words* unless you treat it as a direct quote (by adding quotation marks). Otherwise, it is still plagiarism.
- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don't do it.

We will discuss these issues further in class. If you have any questions, please contact the professor. Violation of these rules will be reported to the Associate Dean for Undergraduate Studies, the Journalism advising office, and other KU authorities.

### **Students with Disabilities:**

The KU office of Disability Resources coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted DR, please do so as soon as possible. The office is located in 22 Strong Hall; the phone number is 785-864-2620 (V/TTY).

Information about services can be found at <http://disability.ku.edu>. Please also contact me privately in regard to your needs in this course.

### **Journalism School Policy on Classroom Attendance:**

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

**Inclement Weather** - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW).

**Copying or Recording** - Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course. -- *August 17, 2009*

JOUR 640 Student Information Form (Spring 2017)

**Due: Tuesday, 1/17/2017**

Please Print

Last Name : \_\_\_\_\_

First Name: \_\_\_\_\_

What you prefer to be called: \_\_\_\_\_

Student ID #: \_\_\_\_\_

Major/Track: \_\_\_\_\_

Minor(s): \_\_\_\_\_

Year (circle one):     Junior     Senior

Your KU e-mail address (please print): \_\_\_\_\_

Optional: Phone Numbers (cell): \_\_\_\_\_

Optional: What do you want to learn in this class?

Optional: Career goals – what do you want to do after graduation?