

JOUR 640
Fall 2019

Strategic Campaigns

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Office hours: M/W
10:45-11:45 am @
Watson Library (4th
floor general area) or
by appointment

Zoom link to office
hours:

<https://kansas.zoom.us/j/819060692>

We will meet: M/W
9:00-10:45 am @ BL
108 (Blake Hall)

"We behold what we are, and we are what we behold." —The Bhagavad Gita

"Every positive change—every jump to a higher level of energy and awareness—involves a rite of passage. Each time to ascend to a higher rung on the ladder of personal evolution, we must go through a period of discomfort, of initiation. I have never found an exception."—Dan Millman

Welcome! Welcome to Campaigns! This is your last Strategic Communication track course — and perhaps the most defining one. In this class, you will work closely with a team to help solve our client's communication and marketing issues. This course brings together the concepts and hands-on skills you learned — and hopefully not forgotten — in earlier classes. You will go through the strategic planning process (research, strategies, executions, and presentation) in only 15 weeks.

Be prepared for the most gratifying experience in your undergraduate career. You will be challenged to create an original campaign. You will learn to put the client's needs above yours. You will sharpen your thought process. You will learn to justify every decision you make — and to always be prepared to answer my never-ending questions. You will hold yourself and other teammates accountable. Most importantly, you will learn about yourself that you may not know before.

Prior campaign students have won the following awards and entered into the American Advertising Awards (formerly known as the ADDYs) competition. No pressure, of course.

- 2015, 2016, & 2018 Bronze Quill Award from the International Association of Business Communicators—Kansas City Chapter;
- 2016 Silver Quill Award from the IABC—Southeast Region.

Here are what students have said about me and this course (all original—never watered down):

- "Dr. Chen was absolutely fantastic. She was demanding in the way that more teachers should be to prepare students for the working world. She expected professionalism, and I feel like this helped me produce some of my best work. She is extremely knowledgeable and offered very useful criticism and much-appreciated praise. Moreover, she was always responsive and caring."

“A few simple tips for life: feet on the ground, head to the skies, heart open...quiet mind.”—Rasheed Ogunlaru

- “This course was hands-down the most influential and challenging experience during my time at KU. Chen is easily the most caring and loving professor I've had who has a genuine interest in personal growth and pushes you to the best of your ability. I am so blessed to have Chen as a teacher in two courses (research methods as well), and I will never forget the positive and encouraging impact she had on me.”
- “Dr. Chen is an INCREDIBLE a teacher. She was personally invested in the success of each and every student in class and went above and beyond by meeting with us outside of class on a regular basis, even on evenings and weekends. I feel lucky to have been able to build a relationship with her over the course of the semester. She is an incredibly valuable asset to this program.... You rock, Dr. Chen!”

Finally, we live in a multicultural world — and the field of strategic communication reflects that. This classroom is a place where you will be treated with respect as a human being — regardless of race, ethnicity, gender identities, gender expressions, sexual orientation, socio-economic status, age, disabilities, religion, regional background, veteran status, citizenship, status, nationality and other diverse identities that they bring to class. I also appreciate and encourage diversity of thought, provided you can agree to disagree. It is my expectation that ALL students experience this classroom as a safe environment.

I am excited to embark on this journey with you and hope you are too!

What will you learn?

- To identify and solve a client’s marketing challenges and objectives by working with client closely and professionally throughout the process;
- To identify measures to evaluate campaign effectiveness;
- To develop an effective strategic communication campaign that addresses client’s marketing objectives based on critical analysis and evaluation of research findings and strategic message planning;
- To produce a plansbook and pitch to the client through effective written, oral and visual communication techniques;
- To provide proactive and constructive feedback through team collaborations and peer evaluations.

Keys to success In Campaigns, you will work collaboratively with team members who have different personalities, skills, strengths, and weaknesses. Years of teaching experience have taught me keys to successful (and not-so-successful) team collaborations. Here are some keys points to help you become successful in Campaigns and make this course an enjoyable experience for you.

- **Key 1:** Know thyself by identifying your individual strengths, personality, communication style, and areas for improvement.
- **Key 2:** Learn to work with others while keeping each member’s roles and responsibilities in mind.
- **Key 3:** Creativity, innovation, and diverse viewpoints are expected. You will disagree with each other—and that’s just a part of the process. And don’t forget to have fun!
- **Key 4:** Be respectful and accountable (e.g., be always on time, never miss a meeting, and contribute meaningfully to a group project).

*“Wherever you are,
be there totally.” –
Eckhart Tolle*

- **Key 5:** Professional quality is expected; therefore, multiple revisions are essential. If Hemingway could write 47 endings for his masterpiece, *A Farewell to Arms*, well, we (who are not Nobel and Pulitzer prize winners) don't really have any excuse for not re-writing and editing to get it right.
- **Key 6:** Help each other grow by providing proactive (and constructive) feedback while being respectful. Critiques are expected and are a part of the professional world. But don't forget to praise when someone has done a good job.
- **Key 7:** Communicate openly, honestly, respectfully, regularly and effectively using various communication methods and tools.

What assignments will I be working on? (Unless otherwise

noted, group assignments will be submitted to the shared Dropbox folder. Individual assignments, except for peer evaluations, will be submitted on Blackboard.)

Individual Projects—300 points total

Professionalism (100 points) This category covers class attendance, participation in class discussion, professionalism, and initiatives on class/group collaboration. Regular class attendance and active participation in class projects are essential in this course, as much of campaigns work will happen in class. Also, for this portion of your course grade, I will take into account of your contributions to improving or facilitating collaboration among class/group members on campaign projects.

5-8 questions for our client (50 points)

Capstone reflections (100 points)—More instructions to follow

Peer evaluations—timely submissions (50 points) You will evaluate your teammates' performance three times this semester. Timely submission will earn you 50 points.

Account Executive (lead) + contributions from other members (150 points total)

AE's Weekly Briefing—email submission: By noon of every Friday, each Account Executive will email Dr. Chen (y.chen@ku.edu) a weekly briefing (**cc every team member**). The Account Executive will submit 16 weekly briefings this semester. Please **include your agency name in your title and weekly briefing number** (e.g., 785 Innovative Communication, Weekly Briefing 1) **The briefing should account for the actions of each member of the group**. Each person, including the Account Executive, must be identified by name.

- The AE will set up a [Toggl account](#) to track the time each team member spent on the project that week.
- The AE will provide a detailed description of what the team member accomplished as well as meeting attendance, follow-up on tasks, etc.
- The briefing should include any significant findings, problems or issues encountered by the group during the week.
- The briefing is also an opportunity for the group to **ask me any questions** that it may have about the assignment

Late briefings? See our late assignment policy.

Team Projects—550 points total

Step 1: team value statement (50 points), one-pager for the client update meeting (50 points), client update presentation (50 points), Step 3: Research section draft (100 points), Step 5: Planning section draft (100 points), Final plansbook (including introduction, executive summary—step 2, evaluation—step 7, budget—step 8) (100 points), Client pitching (100 points)

Each member's grade will be adjusted in Step 3, Step 5, and Final plansbook + presentation.

Grading scale: To calculate your final grade, I will use the following scale:

A = 93-100%; A- = 90-92%; B+ = 87-89%; B = 83-86%; B- = 80-82%; C+ = 77-79%; C = 73-76%; C- = 70-72%; D+ = 67-69%; D = 63-66%; D- = 60-62%; F = 59% or below

But hold on! I still have pressing questions. If you have questions about our course policies on note taking, absences, campus resources, etc., here are the answers you're looking for. Read on!

What if I need help? I am committed to your success. I encourage you to attend office hours or meet with me by appointment to discuss any questions pertaining to the course, the readings, exams and assignments, or career prospects and opportunities. Do not hesitate to seek continuing assistance throughout the semester.

What is your take on diversity? As a first-generation, female minority faculty, fostering an inclusive learning environment is very important to me. We will demonstrate civility and respect for the dignity of others. Expressions or actions that disparage a person's or group's race, ethnicity, nationality, culture, gender, gender identity / expression, religion, sexual orientation, age, veteran status, or disability will not be tolerated.

Could I submit assignments late? You can always submit your assignments early! Late assignments, unless barring significant intervening circumstances, will be deducted 10% of your grade *each day* the assignments are late.

Could I use laptop and cellphone in class? Let's admit it: Technology is helpful and disruptive at the same time. To enhance your learning experience, I warmly invite you to put away your laptop and cellphone in class, *unless it's requested for learning purposes*. **How could I take my notes then?** Simple solution: Take notes in longhand. Handwriting allows you to read more quickly and to remain better at retaining information and generating new ideas.

What is the grade change policy? *Let's talk!* Better yet, ask questions to receive feedback before any assignments are due. If there is a change in grade, it is solely authorized by me and only under unusual circumstances.

Here is a list of resources to help you succeed. **If you are confused about which one to contact, always try Jayhawk Student One Stop (SOS) <https://sos.ku.edu/>.**

- Need someone to review your writing before submission? KU writing center is here to help: <http://writing.ku.edu>
- If you have a disability for which you may request accommodation in classes, please contact the Office of Disability Resources, 22 Strong Hall, 785-864-2620 (V/TTY), <https://disability.ku.edu/>. Please also contact me.
- Need tips for learning? Or if you think you need course-specific academic assistance, please contact Academic Access and Achievement Center (AAAC): <https://achievement.ku.edu>
- Office of Multicultural Affairs (OMA) offers help to underrepresented students and offer inclusive learning environment for all: <https://oma.ku.edu/about>
- If you need information about how to protect you from becoming a victim of a crime and recognize and report suspicious activity, contact Public Safety: <https://publicsafety.ku.edu/>
- Need help with issues related to adjusting to college and other psychological, interpersonal, and family problems? KU Counseling and Psychology Services (CAPS) is here to help: <https://caps.ku.edu/>
- Are you in need of some food to help you get through the week? Campus Cupboard is here to help: <https://www.cco.ku.edu/food/>
- Want to learn more about gender equity? Need a private service to discuss gender related issues? Want to advocate and support campus community of all genders? Please visit Emily Taylor Center for Women & Gender Equity: <https://emilytaylorcenter.ku.edu/>
- Looking to meet people who share your interests? Consider joining a club organized by Student Involvement & Leadership Center (SILC). <https://silc.ku.edu/> You can also easily search for clubs on rockchalkcentral.ku.edu
- Consider getting involved in the Lawrence community by volunteering with the Center for Community Outreach (CCO) <http://www.cco.ku.edu/>
- University Career Center (UCC). It offers resume help, mock interviews, career assessments, help with internships, and more: <https://career.ku.edu/>

Please review our supplemental file on the School of Journalism and Mass Communications' policies on classroom attendance, financial aid policy, misconduct, plagiarism, fabrication/falsification, and copy or recording.

“If we practice mindfulness, we always have a place to be when we are afraid.” –Thich Nhat Hanh

Schedule—unveiled! Here is our tentative class schedule in three parts. It’s tentative because there may be changes, which will be announced via email, in-person communication and/or on Blackboard (BB).

Part 1: Getting to know each other and learn to synthesize!

	Topic/Reading	Assignment Due
Week 1 August 26	Say hi!	Prior to Wednesday, take Myers-Briggs Survey and read about your type: https://www.16personalities.com/free-personality-test
Getting to know each other	Community guidelines Setting your learning goals Group organization	Also, read: https://hbr.org/2017/08/high-performing-teams-need-psychological-safety-heres-how-to-create-it
Week 1 August 28	Project groups announced Preparing for client visit Assignment: Step 1: Group value statement & weekly briefing expectations	Bring your signed forms Learning goals due noon, Friday (BB) AE’s weekly briefing due noon, Friday (Email submission)
Week 2 September 2	Labor Day—No class	Client assignment due (individual): 5-8 questions for the client’s visit, due noon, 9/3, on Blackboard. (After submission, work with your group to come up with a team-version of the client assignment.)
Week 2 September 4	Client briefing—Meet at the Crossroads, KU Union <ul style="list-style-type: none"> • Be early! • Be prepared to ask questions • Dress professionally 	Client assignment due (group): 5-8 questions for the client’s visit (turn in a hard copy at the end of the class) AE’s weekly briefing due noon, Friday (Email submission)
Week 3 September 9	Step 3.1: Research section (situation analysis & secondary research) + workshop <ul style="list-style-type: none"> • Discuss how to write a good situation analysis and secondary research section 	Step 1 (group): Group value statement due in class (A hardcopy with signatures is required.)
Week 3 September 11	Group consultation—research	AE’s weekly briefing due noon, Friday (Email submission)

“Happiness is not found through changing our external world, but through changing our internal landscape”—Shauna Shapiro

Part 1 (continued)

	Topic/Reading	Assignment Due
Week 4 September 16	Group consultation—research	Step 3.1 (group): Situation analysis and secondary research section draft due noon, Tuesday (Dropbox submission)
Week 4 September 18	Step 3.2: Research planning (primary quantitative research) Discuss how to write a good primary research section	AE’s weekly briefing due noon, Friday (Email submission)
Week 5 September 23	Group consultation—research	
Week 5 September 25	Group consultation—research	AE’s weekly briefing due noon, Friday (Email submission)

Part 2: Translating your research to practice

Week 6 September 30	Steps 4.1: Planning—Part 1 + workshop We will write goals and objectives in class.	
Week 6 October 1	Step 4: Empathy map — workshop	AE’s weekly briefing due noon, Friday (Email submission)
Week 7 October 7	Step 4: User Journey — workshop Class Q&A: client mid-term update	
Week 7 October 9	Group Work Day—No class: Brainstorm strategies and tactics	Your own evaluation of your learning goals due noon, Friday (BB) AE’s weekly briefing due noon, Friday (Email submission)
Week 8 October 14	Fall break—enjoy the rest!	
Week 8 October 16	Group consultation—mid-term update, strategies and ideas	Step 4.2 (group): Planning sections (strategies and tactics) due noon, Wednesday. (Dropbox submission). AE’s weekly briefing due noon, Friday (Email submission)

“If you hear the whispers, you won’t have to hear the screams”—Cherokee proverb

Week 9 October 21	Group Work Day	
Week 9 October 23	Client update—Meet @ the Crossroads, KU Union Each group will have 15-20 mins to update clients on strategy and tactics and seek feedback.	AE’s weekly briefing due noon, Friday (Email submission)
Week 10 October 28	Class Q&A: Review campaign progress and work in class	
Week 10 October 30	GROUP WORK DAY—No class	AE’s weekly briefing due noon, Friday (Email submission)
Part 3: Making things happen!		
Week 11 November 4	Group Work Day	
Week 11 November 6	Group consultation—Strategies and tactics	AE’s weekly briefing due noon, Friday (Email submission)
Week 12 November 11	Group Work Day	
Week 12 November 13	Group consultation—tactics and plansbook	AE’s weekly briefing due noon, Friday (Email submission)
Week 13 November 18	Group consultation—Plansbook	
Week 13 November 20	Group consultation—Plansbook	AE’s weekly briefing due noon, Friday (Email submission)
Week 14 November 25	No Class	
Week 14 November 27	Thanksgiving	
Week 15 December 2	Group work day to finish up your draft	Submit a B/W copy of your draft plansbook to my mailbox, due noon, December 3
Week 15 December 4	Class meet to discuss final pitching	AE’s weekly briefing due noon, Friday (Email submission)
Week 16 December 9	Rehearsal @ PINE ROOM, KU Union TBD	
Week 16 December 10	Rehearsal @ PINE ROOM, KU Union TBD	
December 11	Client pitching @ PINE ROOM, KU Union, 6-8 pm	Submit a final hardcopy of your plansbok (one for me, one for the client) at the presentation
		FINAL AE’s weekly briefing due noon, Friday (Email submission)

