

JOUR 640: Strategic Campaigns
Spring2019: T/TH 9:30am – 10:45am
(STFL 206)

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| Instructor: | Dr. Hyejin Bang |
| Office: | Stauffer-Flint Hall Room 205D |
| Email: | hjbang@ku.edu |
| Phone: | 785.864.0611 |
| Office Hours: | T/TH 11:00 am-12:00 pm and by appointment |

Note:

The schedule below may be modified and any potential changes will be announced in advance.

GREETINGS:

Welcome to Strategic Campaigns! This is your last Strategic Communication track course — and perhaps the most defining one. This course is designed to build on your previous classes in the JMC School and apply strategic communication concepts to ‘real-world’ scenarios. You will work in teams to solve the main strategic communication challenges that our clients are facing.

Course description from the KU catalog:

“Students produce a campaign to solve a strategic communications problem for an established organization. Students work with an actual client to develop a campaign from the initial research to the final recommendation. By applying the knowledge, experience and skills gained in previous courses, students confirm their readiness to enter the profession. Prerequisite: Senior standing, good standing in the School of Journalism and JOUR 420, JOUR 460, and JOUR 560.”

Learning Objectives:

By the end of this course, you should be able to:

- Work with clients to identify, research and solve strategic communication challenges
- Work effectively in a team (provide and receive feedback and act accordingly)
- To apply skills that you already know, and to obtain other necessary skills, to create an effective campaign
- Collect, analyze and interpret secondary and primary research
- Develop a research-based strategic communication campaign meeting clients’ goals
- Develop an evaluation plan to assess your proposed campaign
- Communicate (written and oral) research results and strategic planning clearly and effectively
- To provide proactive and constructive feedback through team collaborations and peer evaluations.

ABOUT THIS SYLLABUS

This syllabus contains detailed information about everything. During the semester, if you have any questions, look at the syllabus first. Then, if you don't understand something presented in the syllabus, ask questions. It is your responsibility to read, understand, and follow the syllabus. I should not have to constantly remind you of deadlines when it is clearly marked on the syllabus and on Blackboard.

COURSE STRUCTURE & TEXTBOOK

Given that you are an expert in all things related to strategic communication, we won't have extensive lectures in this course. Instead, we will have discussions and group consultations. However, if there are some concepts related to research methods and executions that you are struggling, I will make necessary changes to the syllabus and conduct an overview with the whole class.)

There is no textbook for this course. We will read various texts available via KU Library's website, such as journal articles and book chapters, as well as materials available for free online, such as case studies, news stories and videos. I expect you to have read all the assigned material before class. This will help you better understand the day's topic and will facilitate our discussions.

ATTENDANCE POLICY

I'll take attendance at the *beginning* of each class. You are expected to attend *all* class sessions and/or team meetings *on time*. Attendance is crucial to the success of this class. More than *one* unexcused absences will affect your final grade. Each additional absence will take away two points from your final grade. For instance, if you have three unexcused absences and your final calculated grade is 91, you will receive an 89 for the class. If you have four unexcused absences, I will deduct eight points from your final calculated grade. Late arrivals (more than 10 minutes) will be counted as an absence. If you have more than four unexcused absences, you are eligible to be dropped from the course. Excused absences (especially for exams) will be granted only under highly unusual circumstances, such as documented medical emergencies, death of an immediate family member and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do not qualify. Official documents will be required and may be kept by the professor for a certain period of time.

You are responsible for the class materials and announcements even if you do not attend class. Please do not email me and ask whether you've missed anything important today. Get lecture notes from your fellow students if you are absent.

EXPECTATION

Your participation will impact the quality of this course. We will be addressing various aspects of strategic communication research, so regardless of your specific interests, you are expected to take advantage of our discussions to express how you feel about certain communication matters related to your future career.

You are responsible for completing all assignments on time. Assignments are due by the start of the class session on the date indicated unless otherwise specified on our schedule. All assignments must be typed in size 12 font, double-spaced, and sent via email to hjbang@ku.edu. You do not need to turn in a hard copy. If you are absent, you must email your assignment by 9:45 a.m. on the due date. I will mark down late assignments (after 2:40 p.m. on the due date) by half a grade. Extensions may be granted only as circumstances warrant. If you do not submit an assignment within 24 hours of its due date, you will automatically lose the points for that assignment.

Clear writing, free of spelling and grammatical errors is expected. The quality of your writing will affect your grade on written assignments: poor writing will result in poor grades.

COMMUNICATION

The University of Kansas email account (@ku.edu) will be used as a primary vehicle for official communications including announcements of any changes in the course schedule or assignments. Thus, it is your responsibility to regularly monitor your KU email account. Email is the best way to reach me out of scheduled office hours. I will typically respond in 24-36 hours from Monday to Friday. Use basic etiquette (e.g., appropriate salutation/title, signature) – I don't want your email to get lost in my inbox, and it's hard to answer your email if I don't know who you are. Read [this](#) on how to email your professor. I will use the class Blackboard space to post class materials.

SOFTWARE SKILLS NEEDED

InDesign, Illustrator, Photoshop and other software skills are required to make your Campaigns design standout. Take advantage of the online tutorials and in-person workshops that J-School provides, free of charge.

ASSIGNMENTS AND EVALUATIONS

You will complete the following assignments for your final grade (see Blackboard for guidelines):

Individual Term Project

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| Class attendance | 20 points |
| 5-8 questions for the client's visit | 20 points |
| Plansbooks critiques | 70 points |
| Reflection paper | 20 points |

Account Executive's Weekly Briefing

Account Executives' Weekly Briefing due 12 pm, every Friday (16 briefings, 5 points each)
80 points

Group Term Project

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| Group Organization Contract | 20 points |
| One-pager for client update meeting | 20 points |
| Secondary Research Analysis | 50 points |

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| Research Section Draft | 100 points |
| SWOT analysis | 50 points |
| Planning Section Draft | 100 points |
| Final plansbook + Client Presentation | |

Peer Evaluations Weight Factor

Note: Share-of-credit (your actual contribution % divided by expected contribution %) will be multiplied to your total team score. This will be your final score

TOTAL 750 points

GRADING SCALE

Points for each graded assignment and total points for the semester listed on the scale below determine letter grades. It is not my practice to round-up grades. Keep in mind that your final grade will depend upon your peer evaluations as well.

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

GENERAL COURSE POLICIES

Classroom behavior

Our class time is a time for learning. The atmosphere of the classroom is one of mutual respect. This means that you'll be treated with respect, and that you are expected to treat the instructor and other students with respect as well.

- Refrain from using cell phones/pagers in class; please turn them off during class time unless it's requested by the instructor for learning purposes.
- Be on time.
- Don't read the newspaper, surf the Internet, study for other exams or talk to other people.
- Be engaged, active and respectful.
- Inappropriate, vulgar, obscene, threatening or other negative discourse will not be tolerated.

ACADEMIC INTEGRITY POLICY

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism. Here is the journalism school's official policy statement:

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

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 the 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 of the 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.

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.

Financial Aid Policy

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 AND SPECIAL NEEDS

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). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates

accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

COPYING OR RECORDING OF CLASSROOM LECTURE

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.

COMMERCIAL NOTE-TAKING

Pursuant to the University of Kansas' [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in this course. Lecture notes and course materials may be taken for personal use, for the purpose of mastering the course material, and may not be sold to any person or entity in any form. Any student engaged in or contributing to the commercial exchange of notes or course materials will be subject to discipline, including academic misconduct charges, in accordance with University policy. Please note: note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the ADA, is not the same as commercial note-taking and is not covered under this policy.

CONCEALED HANDGUNS

Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with [state and federal laws](#) and [KU weapons policy](#). Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on, and have no round in the chamber.

IMPORTANT RESOURCES:

JSchoolTech provides technical training through workshops, small-group training and online tutorials. We offer support for class assignments, as well as opportunities to apply learning in new ways. View and sign up for events at jschooltech.org.

The Career and Outreach Office at Stauffer-Flint, Room 120, provides services for all students at the William Allen White School of Journalism and Mass Communications. If you need assistance with resume and cover letter development, job search strategy, internships, mock interviews and LinkedIn profile, schedule an appointment with Steve Rottinghaus at steve_rottinghaus@ku.edu. Make sure to follow job and internship postings on Twitter at [@Rhaus90](https://twitter.com/Rhaus90).

Tentative Course Schedule

DUE: Weekly progress reports are due every Friday at 11:59 p.m (Email submission).

Week 1

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| T. 1/22 | Introduction to the course | |
| Th. 1/24 | <ul style="list-style-type: none"> • Project groups announced—share your Myers-Briggs result • Bring syllabus • Review of the campaign process and key deadlines • Guest from KU alumn <p>Assignment: Step 1: Group contract</p> | <ul style="list-style-type: none"> • Submit a hardcopy of the syllabus agreement form & student consent form—sharing course work |

Week 2

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| T. 1/29 | <p>Preparing for client visit and more</p> <ul style="list-style-type: none"> • Review the client briefing document • Group activity | Step 1 (group): Group contract due in class (<i>A hardcopy with signatures is required.</i>) |
| 1/30 | | Client assignment due (individual): 5-8 questions for the client’s visit, due @ noon on Blackboard. (After submission, work with your group to come up with a team-version of the client assignment.) |
| Th. 1/31 | <p>Client briefing, Alderson Auditorium, KU Union</p> <ul style="list-style-type: none"> • Be early! • Be prepared to ask questions • Dress professionally | |

Week 3

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| T. 2/5 | <p>Step 3: Research planning (situation analysis & secondary research)</p> <ul style="list-style-type: none"> • Discuss how to write a good situation analysis and secondary research | Individual: Review plansbook’s situation analysis & secondary research section (skip the executive summary) and write-up a two-page max, single-spaced critique, due @ 9 am on Blackboard. (Bring a hardcopy or digital copy to class for your own reference.) |
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| | section Discuss plans for conducting client research | |
| Th. 2/7 | Group consultation (Q&A time) | AE's weekly briefing due @ 11:59 pm, Friday (Email submission) |

Week 4

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| T. 2/12 | Group consultation (Q&A time) | Step 3 (group): Situation analysis and secondary research section draft due @ 11:59 pm, Wednesday (Email submission) |
| Th. 2/14 | Step 3: Research planning (primary quantitative research) Discuss how to write a good primary research section | Individual: Review plansbook's primary research section and write-up a two-page max, single-spaced critique. |

Week 5

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| T. 2/19 | Group consultation (Q&A time) | |
| Th. 2/21 | Group consultation (Q&A time) | |

Week 6

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| T. 2/26 | Steps 4: SWOT Discuss SWOT analysis | Individual: Review plansbook's SWOT section and write-up a one-page, single-spaced critique. |
| Th. 2/28 | Steps 5: Planning <ul style="list-style-type: none"> Learn how to write good strategies Schedule the order of client mid-term update | Individual: Review plansbook's planning section (including tactics) and write-up a two-page max, single-spaced critique. |

Week 7

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| T. 3/5 | Group consultation with ALL groups (Q&A time) | |
| Th. 3/7 | GROUP WORK DAY | Step 3 (group): Primary research & summary of key findings, due Friday @ 11:59 pm |

Week 8

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| T. 3/12 | Spring Break | |
| Th. 3/14 | Spring Break | |

Week 9

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| T. 3/19 | GROUP WORK DAY | Step 4 (group): SWOT analysis due |
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| | | Wednesday @ 11:59 pm |
| Th. 3/21 | Class Q&A time —Planning sections | Step 5 (group): Planning sections (goals, objectives and strategies, not tactics yet), due Friday @ 11:59 pm. (Dropbox submission). Your group should be planning to execute your ideas at this stage. |

Week 10

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| T. 3/26 | Class Q&A time—Client mid-term update | I am happy to review your draft for the client mid-term update on 10/24 or answer any questions you have. |
| Th. 3/28 | Client mid-term update (9-11 am. Each group will have 15 mins to update clients on strategy and tactics and seek feedback. | |

Week 11

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| T. 4/2 | Meet as a class: Review campaign progress | Individual: Review plansbook’s executive summary, predictions, and budget sections. Then write-up a two-page max, single-spaced critique. |
| Th. 4/4 | Group consultation—Strategies and tactics | |

Week 12

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| T. 4/9 | Group consultation—Strategies and tactics | |
| Th. 4/11 | Group consultation—Executions, designs, executive summary, budget, evaluations | |

Week 13

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| T. 4/16 | Group consultation—Executions, designs, executive summary, budget, evaluations | |
| Th. 4/18 | Group consultation—Executions, designs, executive summary, budget, evaluations | |

Week 14

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| T. 4/23 | GROUP WORK DAY | |
| Th. 4/25 | GROUP WORK DAY | |

Week 15

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| T. 4/30 | Campaign walk through: Meet @ Alderson Auditorium as a class | |
| Th. 5/2 | Class Q&A time: Presentation Q&A | |

Week 16

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| M. 5/6 | Campaign dress rehearsal | |
| T. 5/7 | Campaigns Final Presentation 6 pm | Final presentation file due @ 3 pm (Blackboard submission) <u>Bring a hard copy of your plansbook for our client.</u> |
| Th. 5/9 | | Final digital files due; You can submit the files early, of course (InDesign→ File→ Package) (Blackboard submission) AE's FINAL weekly briefing due DUE: Reflection paper (Blackboard submission) |

**** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. You are responsible for changes announced in class or via email.***