

JOUR 850 Capstone in Marketing Communications

Winter Intersession 2019-2020

Mondays through Thursdays 6:30-9:00 p.m., Week 1 12/16-19; Week 2 1/6-9; Week 3 1/13-16

KU Edwards Campus, Regnier Hall 363, Rehearsal and Presentation Regnier 369 and other field locations

Instructor: Prof. Angie Hendershot Angie.Hendershot@ku.edu, 913-897-8431, mobile: 913-638-4767

Course Objectives

In this capstone course, students use skills they have developed in the marketing communications program to create a strategic integrated marketing communication plan for a client. The process involves the use of techniques such as research, branding, advertising, public relations, promotion, as well as other activities. Through the project, students demonstrate their knowledge of marketing communications and work with team members to meet an organization's strategic marketing communication needs.

Course Description and Outline

This is a service learning opportunity meant to provide a member of our community with the benefit of professional-level consulting while allowing students to apply and practice the full range of integrated communications research, planning and strategic skills developed in the course of study.

Because most of the work in the marketing communications profession is group-based, students are assigned to a small team to develop a plan with colleagues. All members are expected to practice collegiality and teamwork to complete the assigned plan. Students will be graded as a group with possible points deducted (up to possible failure of the class) for members who do not demonstrate full active participation.

- Class 1 Introduction and overview
- Class 2 Project management and teamwork
- Class 3 Research summary, situation analysis, target audience
- Class 4 Goals, Objectives and Strategies; Media

Break – individual and subteam work

- Class 5 Checkpoint and revisions
- Class 6 Tactics and Metrics
- Class 7 Tactics and Metrics continued; Budget
- Class 8 Writing and Creative Design

Weekend – individual and subteam work

- Class 9 Final plan edits, draft presentation
- Class 10 Presentation development
- Class 11 Presentation rehearsal
- Class 12 Delivery of final report and presentation

Client

PREP-KC is our service learning client for this term. Students will leverage the secondary and primary research on PREP-KC markets and customers collected in FA19 Market Research.

The Blackboard site also contains contact information, background materials, client brief and many other resources to understand the client, industry, target audience and competitive landscape.

Assignments and grading

As a condensed and immersive experience, participation by all students in every class meeting time is required and additional individual and small group work outside of class time is expected. Project plans, outlines, concepts and drafts will be required ungraded assignments reviewed by peers and instructors for feedback, however the final grade will be based entirely on the final plansbook and presentation due at the end of the course.

Students will be evaluated by the course instructor, program director and client representative. Additionally, outside observers who are current and former faculty, advisory board members and/or leaders in the professional community will complete a formal evaluation based on the presentation and plan. Peer feedback will also be collected and considered. Final determination of the course grade will be made by the instructor.

Because of the nature of this class, attendance is mandatory to pass the class. Any work or personal conflicts causing students to be late or miss class should be communicated to the instructor *in advance*. Each of those cases will be evaluated to determine if the student will be allowed to continue in the intersession or required to withdraw and re-enroll in the spring semester capstone.

Subteams – all students will be assigned to a small group with a specific focus

- *Each subteam will complete a strategic marketing plan on a specific focus area*
- *Subteams will coordinate to deliver an integrated and cohesive presentation to the intersession client*

Inclement Weather/Class Cancellations

In the event of inclement weather, the decision to cancel classes is made by KU officials. Any decision to cancel classes will be announced online, via KU's alert system or in a recorded message at 864-7669 (864-SNOW).

Because of the nature of this condensed intersession, we will still hold class via web conference. Zoom will generally be used for sessions. Subteams may choose to use Google Hangout, Skype or other virtual tools.

Client Confidentiality

- Because we work with external clients, students will be asked to keep confidential any privileged information pertaining to client practices or customer data. Students may be asked to sign a non-disclosure agreement or Public Trust check authorization to access certain sensitive information.

Resources

- **KU Library** – multiple helpful databases and resources are available to us via our library. More information about these resources was provided to students during J829 Market Research.
- A librarian is available in the Hawks Nest (Regents Center, Room 120) during posted hours or for an appointment. There are many library resources available via online chat and phone also.

Academic accommodations

- The Academic Achievement and Access Center (AAAC) coordinates academic accommodations and services for all eligible KU students with disabilities. If you have a disability for which you wish to request accommodations and have not contacted the AAAC, please do so as soon as possible. More information about AAAC can be obtained at the KU Edwards Student Services Welcome Center, Regents Center 119 at 913-897-8539 or kuuccess@ku.edu. Additional information about AAAC services can be found at access.ku.edu. Please contact me privately in regard to your needs in this course.

Academic Misconduct

We will strictly follow the code of Academic Misconduct detailed in the [Code of Student Rights and Responsibilities](#). University policies covering academic misconduct are spelled out in the current Student Handbook.

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 this course and expulsion from the School of Journalism and Mass Communications. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the teachers 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.

Diversity, inclusivity, and civility

The instructor considers this classroom to be a place where you will be treated with respect as a human being – regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, gender identity, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the instructor's expectation that ALL students experience this classroom as a safe environment.

The University of Kansas supports an inclusive learning environment in which diversity and individual differences are understood, respected, and appreciated. We believe that all students benefit from training and experiences that will help them to learn, lead, and serve in an increasingly diverse society. All members of our campus community must accept the responsibility to 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 are contrary to the mission of the University and this course and will not be tolerated. We expect that KU students, faculty, and staff will promote an atmosphere of respect for all members of our KU community.

Civility and respect for the opinions of others are very important in an academic environment. It is likely you may not agree with everything that is said or discussed in the classroom. Courteous behavior and responses are expected at all times. When you disagree with someone, be sure that you make a distinction between criticizing an idea and criticizing the person.