

## **JOUR 260 AGENCY Fall 2017 – SYLLABUS**

Tues/Thurs – 11 am – 12:15 pm

**Dr. J. S. Rose. STFL 201-203.**

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**Overview:** Introduction to the business, strategic, creative & critical thinking, roles, culture and problem solving of strategic communications agencies.

### **Required:**

*The Art of Client Service.* Robert Solomon. (2016, Wiley, third edition)

*Thinking, Fast and Slow.* Daniel Kahneman. (2011, Farrar, Straus and Giroux)

*Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads.* Luke Sullivan & Edward Boches (2016, Wiley, fifth edition)

**Tues, Aug 22: Welcome / Introduction / How the Class Works**

### **PART I: THE BUSINESS**

**Thurs, Aug 24: The Business**

**Tues, Aug 29: The Business**

**Thurs, Aug 31: The Business**

**\*\* LABOR DAY HOLIDAY \*\***

### **PART 2: INSIGHTS & STRATEGY**

**Tues, Sept 5** – Guest Speaker – Dr. Paul Atchley, Associate Dean, KU Liberal A&S  
READ: Kahneman, Part I, “Two Systems” (pp. 19-108)

**Thurs, Sept 7** – READ: Kahneman, Part II, “Heuristics and Biases” (pp. 109-198)

**Tues, Sept 12** – READ: Kahneman, Part III, “Overconfidence” (pp. 199-268)

**Thurs, Sept 14** – READ: Kahneman, Part IV, “Choices” (pp. 269-376)

**Tues, Sept 19** – READ: Kahneman, Part V, “Two Selves” & “Conclusions” (pp. 377-418)

**Thurs, Sept 21** – From insights to strategy. **Assignment #1 DUE in class.**

**PART 3: STRATEGY, MEDIA & BRIEFS**

**Tues, Sept 26** – Media: Guest speaker

**Thurs, Sept 28** – Strategic Perspectives . Read: Solomon

**Tues, Oct 3** – Strategic Perspectives. Read: Solomon

**Thurs, Oct 5** – **J-SCHOOL GENERATIONS, Guest speaker**

**Tues, Oct 10** – The Brief: Strategic Perspectives

**Thurs, Oct 12** – The Brief: Strategic Perspectives

**\*\* Tues, Oct 17 – FALL BREAK \*\* NO CLASS**

**\*\*\* NOTE: CLASS WILL MEET IN SPOONER HALL THROUGH FINAL \*\*\***

**PART 4: IDEATION & CREATIVE**

**Thurs, Oct 19** – Creative Workshop #1. READ: Sullivan, Chapters 1 & 2: “A Brief History of Why Everybody Hates Advertising” and “The Creative Process”

**Tues, Oct 24** – Creative Workshop #2. READ: Sullivan, Chapter 3: “Ready Fire! Aim” & Chapter 4: “The Sudden Cessation of Stupidity”

**Thurs, Oct 26** – Creative Workshop #3. READ: Sullivan, Chapter 5: “Write When You Get Work”

**Tues, Oct 31** – Creative Workshop #4. Chapter 6: “The Virtues of Simplicity” Chapter 7: “Stupid, Rong, Naughty, and Viral”

**Thurs, Nov 2** – **Assignment #2 DUE ON BLACKBOARD**

**Tues, Nov 7** – Student creative presentations

**Thurs, Nov 9** – Fieldwork/tbd

**Tues, Nov 14** – Read: Solomon

**Thurs, Nov 16** – Read: Solomon. Final Project: Overview & Expectations

**\*\* Tues, Nov 21 – NO CLASS \*\***

**\*\*\* THURSDAY, NOVEMBER 23, 2017 - THANKSGIVING HOLIDAY \*\*\***

**PART 5: THE PITCH & FINAL PROJECT**

**Tues, Nov. 28** – Solomon

**Thurs, Nov. 30:** Solomon

**Tues, Dec. 5:** Final Project

**Thurs, Dec. 7:** Final Project

**\*\*\* FINAL – Tues, Dec 12, 10:30 am – 1 pm \*\*\***

\*Note: syllabus may change during semester.

Grading:

Assignment #1 – 30% of final grade

Assignment #2 – 30% of final grade

Final Project – 40% of final grade

GRADING: A, A-, B+, B, B-, C+, C, C-, D+, D, D-, F

**J260 Class Policies**

**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.

**Class Policy on Attendance**

Your attendance in J260 is mandatory. Every three absences may lower your final course grade by one letter. Five late class arrivals will have the same effect. To be excused for absence, you must provide written explanation of the absence in advance or provide documentation following.

**NOTE: Materials produced in connection with this program are considered “work for hire” and become the intellectual property of your client upon submission.**

**William Allen White School of Journalism & Mass Communications Policies:***Revised 8/3/06***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.

**School Laboratories** – The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the semester:

- Sunday: noon to 10 p.m.
- Monday-Thursday 5-10 p.m.
- Friday 9-5 p.m.

Computers are available on a first-come, first-serve basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday - Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-serve basis through Outlook Web Access, [www.mail.ku.edu](http://www.mail.ku.edu). Instructions are available on the J-School Web site, [www.journalism.ku.edu](http://www.journalism.ku.edu) – look under the “reservations” link on the right side of the page. Students may reserve camera equipment for no more than three hours at a time and editing equipment for no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

There are adequate laboratory resources available for students who complete their assignments in a timely manner.

### **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 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.

### **Weapons Policy – KU**

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](#)** ([concealandcarry.ku.edu/information](http://concealandcarry.ku.edu/information)) **and [KU weapons policy](#)** ([policy.ku.edu/provost/weapons-on-campus](http://policy.ku.edu/provost/weapons-on-campus).) 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 uncocked position
- Must have the safety on, and have no round in the chamber.

### **Lab classes**

This course takes place in spaces that will require students to leave belongings such as backpacks and purses away and unattended for the duration of class time. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

**Tests and Quizzes**

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed **in specified locations** during exams and quizzes, and as such those items will not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

**Performance classes / Athletic training / recreation classes / other**

This course requires interactive movement, clothing changes, and/or physical contact with others that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun must review and plan each day accordingly and transfer their handgun to a secured device in their vehicle or their residence before arriving to class. The university does not provide appropriate secured storage for concealed handguns or any other weapons.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

**Field Trips A (unattended backpacks)**

This activity will require students to leave belongings such as backpacks and purses away and unattended for prolonged periods. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. Many field trip locations do not provide appropriate secured storage for handguns. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for handguns.

Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

**Field Trips B (visit to restricted areas, unattended backpacks)**

This activity will require students to visit areas where a variety of self-defense weapons may be legally restricted. Students will also be expected to leave belongings such as backpacks and purses away and unattended for prolonged periods. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun or other means of self-defense should plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for concealed handguns or any other weapons.

Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

**Field Trips C (unattended backpacks, out-of-state travel)**

In addition to traveling out of state, this activity will require students to leave belongings such as backpacks and purses away and unattended for prolonged periods. Students who choose to carry a concealed handgun are responsible for knowing and following all related laws and restrictions of the ultimate destination as well as points in between. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for handguns.

Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

**Ambler Rec Center Lockers**

The recreation center lockers are not approved secured storage for handguns. Individuals who choose to carry a concealed handgun must plan their day accordingly and transfer their handgun to an approved secured storage device in their vehicle or their residence before arriving to use these lockers.

**Studio / Workshop / Study Areas / General Use Lockers**

These lockers are not approved secured storage for handguns. Individuals who choose to carry a concealed handgun must plan their day accordingly and transfer their handgun to an approved secured storage device in their vehicle or residence before arriving to use these lockers.