

**SYLLABUS - JOUR 260: SPRING 2017 11 am – 12:15 pm, 330 Strong Hall**

**AGENCY I: STRATEGY & CREATIVITY**

Professor: Dr. Janet S Rose, [jsrose@ku.edu](mailto:jsrose@ku.edu), 785-864-8019. Ofc Hrs: M/W: 12:30-2 & Appt

Teaching Assistant: Chris Kettell, [c330k572@ku.edu](mailto:c330k572@ku.edu), Resource Center Hours – TBD

**Overview:** Introduction to the business, roles, insights, strategic & creative thinking, leadership, collaboration and presentation skills relevant to brand and client-focused agencies & companies.

**Required:** Also available at reference desk of Watson Library.

- 1) *Ogilvy on Advertising*, David Ogilvy (Knopf Doubleday, 1985)
- 2) *(Select 1 – or read both): Predictably Irrational: The Hidden Forces That Shape Our Decisions*, Dan Ariely (Harper Collins, 2007) OR *Influence: The Psychology of Persuasion*, Robert B. Cialdini, PhD (Harper Collins, 2007)
- 3) *Truth, Lies & Advertising: The Art of Account Planning*, Jon Steele. (Wiley, 1998)
- 4) *Hey, Whipple, Squeeze This: A Guide to Creating Great Ads*, Luke Sullivan. (Wiley, 2016, 5<sup>th</sup> Edition). Or: <http://catalog.lib.ku.edu/cgi-bin/Pwebrecon.cgi?bbid=7844132>
- 5) *Made to Stick: Why Some Ideas Survive and Others Die*, Chip Heath & Dan Heath (Random House, 2007).

**Additional Recommendations, if you're interested:** *The Elements of Style*, E. B. White & William Strunk; *The Art of Client Service*, Robert Solomon; *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*, Stephen R. Covey; *Positioning: The Battle for Your Mind*, Al Ries and Jack Trout; *“Helvetica,”* feature-length film with Manfred Schulz & Massimo Vignelli; *Poetics*, Aristotle; *Mythologies*, Roland Barthes; *Designing Your Life: How to Build A Well-Lived, Joyful Life*, Bill Burnett & Dave Evan; *Whiplash: How to Survive Our Faster Future*, Joi Ito and Jeff Howe; *The Lean Sstartup*, Eric Ries; *Blue Ocean Strategy*, Renee Mauborgne and W. Chan Kim; *The Ultimate Sales Machine*, Chet Holmes; *The Art of War*, Sun Tzu; *Tribes & others* by Seth Godin; *Competitive Strategy*, Michael Porter; *Good to Great*, Jim Collins. *Trade: Adweek, Creativity Week, Creativity Daily, AdAge, PR Week, Digiday, Brandweek, The New York Times, Los Angeles Times, The Wall Street Journal, The Economist*, etc. & many others.

**Resources:**

- **Technology:** Heather Lawrenz, [halawrenz@ku.edu](mailto:halawrenz@ku.edu), 785-864-4601
- **Coding:** [www.codecademy.com](http://www.codecademy.com) (if you are interested in learning to code)
- **Google AdWords Certification:** [www.support.google.com](http://www.support.google.com)
- **KU Libraries & Databases**

**Success in the course:**

- 1) Engagement in class discussions, workshops & team projects
- 2) Read assignments **before** class
- 3) Grading:
  - Class Attendance & Participation – 20%
  - Fieldwork & Creative Workshop Team Projects – 30%
  - Mid-Term Exam – 20%
  - Final Challenge - Team Project – 30%

**NOTE: No laptops or cellphones in class. Bring paper & pen/pencil to class.**

**Wed – Jan 18: INTRODUCTION**

**Mon – Jan 23: The Business, Agency Roles, Portfolios: Overview. Ogilvy:** “Overture,” 6-8; Chapter 2, “How to produce advertising that sells,” 9-29; Chapter 3, “Jobs in advertising and how to get them,” 31-44.

**RESEARCH & INSIGHTS (JAN 25 – FEB 6)**

**Wed – Jan 25: Ogilvy,** Chapter 15, “18 Miracles of research,” 158-166.

**Ariely:** “Introduction: *How an Injury Led Me to Irrationality and to the Research Described Here,*” xi-xxii; **Cialdini:** “Introduction,” xi-xii

**Mon – Jan 30: (Ariely & Cialdini Team Presentations, 8-10 min each: Jan 30-Feb 6)**

**Ariely:** “The Truth about Relativity: *Why Everything Is Relative—Even When It Shouldn’t Be,*” 1-21; “The Fallacy of Supply and Demand: *Why the Price of Pearls—and Everything Else—Is Up in the Air,*” 23-48.

**Cialdini:** “Weapons of Influence,” 1-16; “Reciprocation: *The Old Give and Take...and Take,*” 17-56

**Wed – Feb 1: Ariely:** “The Cost of Zero Cost: *Why We Often Pay Too Much When We Pay Nothing,*” 49-66; “The Cost of Social Norms: *Why We Are Happy To Do Things, But Not When We are Paid to Do Them,*” 67-88; “The Problem of Procrastination and Self-Control: *Why We Can’t Make Ourselves Do What We Want To Do,*” 109-126; “The High Price of Ownership: *Why We Overvalue What We Have,*” 127-138. **Cialdini:** 3, “Commitment and Consistency: *Hobgoblins of the Mind,*” 57-113; 4, “Social Proof: *Truths Are Us,*” 114-166

**Mon – Feb 6: Ariely:** 8, “Keeping Doors Open: *Why Options Distract Us from Our Main Objective,*” 139-154; “The Effect of Expectations: *Why the Mind Gets What It Expects,*” 155-172; “The Power of Price: *Why a 50-Cent Aspirin Can Do What a Penny Aspirin Can’t,*” 173-194. **Cialdini:** “Liking: *The Friendly Thief,*” 167-208; “Authority: *Directed Deference,*” 208-236; “Scarcity: *The Rule of the Few,*” 237-272

**STRATEGY & PLANNING (FEB 8-23)**

**Wed – Feb 8: Strategy & Account Planning. Fieldwork Project Assigned: Steele**  
“Introduction: *Firing Blanks,*” ix-xix, Chapter 1, “No Room for the Mouse,” 1-29; Chapter 2, “Silent Partners,” 31 – 57; Chapter 3, “The Blind Leading the Bland,” 59-102 & Chapter 4, “Peeling the Onion,” 103-138.

**Mon – Feb 13: Fieldwork Project**

**Wed – Feb 15: Fieldwork Project**

**Mon – Feb 20: Fieldwork - Team presentations & Discussion**

**Wed – Feb 23: THE BRIEF: Steele:** Chapter 5, “The Fisherman’s Guide: *The Importance of Creative Briefing,*” 139-189.

**CREATIVE (FEB 27 – MARCH 15)**

**Mon – Feb 27: Sullivan:** Forward & Preface & Chapter 1: “Salesmen Don’t Have to Wear Plaid: Selling without selling out,” 1-14. **Sullivan:** Chapter 2: “A Sharp Pencil Works Best,” 14-34.

**Wed – March 1: Sullivan:** Chapter 3, “A Clean Sheet of Paper,” pgs. 34-89.  
**Creative Workshop: Headlines, Team Presentations**

**Mon – March 6: Sullivan:** Chapter 4: “Write When You Get Work,” 91-123.  
**Creative Workshop: How to Write a Manifesto, Team Presentations**

**Wed – March 8: Sullivan:** Chapter 6: “Big Honkin’ Ideas,” 174-197.  
**Creative Workshop: Big Ideas**

**Mon – March 13: Creative - Discussion**

**Wed – March 15: MID-TERM EXAM**

**\*\*\* SPRING BREAK: WEEK OF MARCH 20-26 NO CLASS \*\*\***

**LEADERSHIP & THE WORK (MARCH 27 – APRIL 17)**

**Mon – March 27: The Work**

**Wed – March 29: The Work**

**Mon – April 3: The Work**

**Wed – April 5: The Work**

**Mon – April 10: Heath:** Chapter 1, “Simple,” 25-62; Chapter 2, “Unexpected,” 63-98.

**Wed – April 12: Heath:** Chapter 3, “Concrete,” 98-129; Chapter 4, “Credible,” 130-164.

**Mon – April 17: Heath:** Chapter 5, “Emotional,” 165-203; Chapter 6, “Stories,” 204-238.

**CAMPAIGNS, PITCHES & PORTFOLIOS (APRIL 19 – MAY 12)**

**Wed – April 19: You & The Business**

**Mon – April 24: The Pitch**

**Wed – April 26: The Pitch**

**Mon – May 1: Final Challenge**

**Wed – May 3: Final Challenge**

**FINAL CHALLENGE: FRIDAY, MAY 12, 10:30 am -1 pm. Team Presentations**

**\* Video, audio or photography of class without written consent of instructor is prohibited.**

Grading %: 93–100 = A; 90 – 92 = A-; 88 – 89 = B+; 83 – 87 = B; 80 – 82 = B-; 78 – 79 = C+; 73-77 = C; 70-72 = C-; 68-69 = D+; 63-67 = D; 60-62 = D-; 59 or less = F

**William Allen White School of Journalism and Mass Communications 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 the 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 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.

**Students with Disabilities**

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact your lab instructor as soon as possible. Please be aware that 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 this office, please do so as soon as possible.

Information about services can be found at <http://www.disability.ku.edu/~disability/>. 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 your lab instructor privately in regard to this course.

**Academic Misconduct:**

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 will fail the course, and you may be expelled from or denied admission to the School of Journalism.

**Original Work:**

The expectation when you come to this class is that you have come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no “recycling” of assignments or papers from other classes in the j-school or outside the j-school. Do not recycle old high school assignments. Do not recycle research papers, news stories or marketing plans. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you cannot revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you cannot modify that and submit it to your professors. We assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

**Diversity**

Think about the relationship between media and audiences and learn how to meet the needs of diverse audiences. In this class, it is important that you feel comfortable expressing ideas and opinions. We 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.

**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.

**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 Student Access Services, 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 Student Access Services, please do so as soon as possible. Please also contact me privately in regard to this course.

*Revised 8/3/06*

**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.