

**SYLLABUS – JOUR 260 M/W 9:30-10:50 am, Ritchie 164**

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**Office Hours:** T/Th 11-1 & By appointment. Assistant: Aubrey Goscha, [aubreygoscha@ku.edu](mailto:aubreygoscha@ku.edu)

**COURSE OVERVIEW:** This course is an introduction to the thinking, culture, and roles relevant to advertising, PR, media, marketing, entrepreneurial, and consulting organizations. Students work independently and in teams to solve problems and develop upper level professional skills.

**COURSE GOALS:** 1) To acquire an understanding of the culture, approach, work, and skills relevant to the thinking and ideas of strategic messaging and marketing professions; 2) To acquire tools, skills, and experience in related problem-solving skills; 3) To learn & practice upper level professionalism.

**Required:**

1. *Ogilvy on Advertising*, David Ogilvy (New York: Vintage, 1985).
2. *Predictably Irrational: The Hidden Forces That Shape Our Decisions*, Dan Ariely (New York: Harper Collins, 2008).
3. **CHOOSE ONE:** Film, “The Great Hack” (Netflix 2019), **OR:** *Frenemies: The Epic Disruption of the Ad Business (And Everything Else)*, Ken Auletta. (New York: Penguin, 2018).
4. *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads, 5<sup>th</sup> Edition*. Luke Sullivan and Edward Boches (New York: Wiley, 2016).

**Recommended/Extra Credit:**

- 1) *The Art of client Service: 58 Things Every Advertising and Marketing Professional Should Know*. Robert Solomon (New York: Kaplan, 2008/2016)
- 2) *The Art of the Pitch: Persuasion and Presentation Skills That Win Business*. Peter Coughter (New York: Palgrave Macmillan, 2012)

**About this class:**

1. Roles, tools, skills, approaches, and thinking in strategic messaging and marketing
2. Working and thinking independently & In Teams
3. Developing an understanding and appreciation for target audiences
4. Strategic Planning & Creative Strategy
5. Presentation skills & “Thinking on your feet”

**Requirements:**

1. Attendance
2. Engaged and informed participation and contribution to class and teams
3. Readings
4. 4 Quizzes on readings
5. Workshops
6. Mid-term
7. Final Project

**Grading: Total points - 100**

Attendance, Class participation, Contribution, Professionalism - 10 points

Quizzes - 5 points each, 20 points total

Mid-term - 30 points

Final Project - 40 points

(Extra Credit – 10 points)

Grading scale, points: 93-100 = A; 90-92 = A-; 87-89 = B+; 83-86 = B; 80-82 = B-;

77-79 = C+; 73-76 = C; 70-72 = C-; 67-69 = D+; 63-66 = D; 60-62 = D-; Below 60 = F

Attendance is mandatory. Bring paper & pencil or pen to class. No make-up quizzes or exams.

***PART I - THE BUSINESS:***  
*Introduction to the thinking, work, challenges, and roles.*

**Aug 26, Mon: WELCOME & INTRODUCTION.**

**Wed, Aug 28:** The business

**\*\* MONDAY, SEPTEMBER 2 - LABOR DAY HOLIDAY, NO CLASS \*\***

**Sept 4, Wed:** Discussion

**READ: Ogilvy, *Chapters 1 – 6 (pgs 7 - 70) & Chapters 14-16 (pgs 155 - 172)***

**Sept 9, Mon:** Discussion

**Sept 11, Wed:** Discussion

***PART 2: INSIGHTS & STRATEGY***  
*This section explores the research, insights and strategic thinking necessary for great work*

**Sept 16, Mon:** Insights. **READ: Predictably Irrational, Ariely**

**Sept 18, Wed:** Insights

**Sept 21, Mon:** Insights & Strategy. **Choose one: WATCH: “The Great Hack” or READ: Frenemies: The Epic Disruption of the Ad Business (And Everything Else)**

**Sept 25, Wed:** Insights & Strategy

**Oct 2, Wed:** Insights & Strategy

**Oct 7, Mon:** Insights & Strategy

**Oct 9, Wed: MID-TERM**

**\*\* FALL BREAK OCT 12 - 15, NO CLASS \*\***

***PART 3: CREATIVE STRATEGY:***  
*Work individually and in teams on quick-turn creative challenges.*

**Oct 16, Wed:** Teams assigned

**Oct 21, Mon: READ - Sullivan: Ch 1, “A Brief History of Why Everybody Hates Advertising,” Ch 2, “The Creative Process;” Ch 3, “Ready! Fire! Aim!”**

**Oct 23, Wed:** Workshop

**Oct 28, Mon: READ - Sullivan: Ch 4: “The Sudden Cessation of Stupidity;” Ch 5, “Write When You Get Work;” Ch 6, “The Virtues of Stupidity.”**

**Oct 30, Wed:** Workshop

**Mon, Nov 4: READ – Sullivan: Ch 7, “Stupid, Rong, Naughty & Viral;” Ch 8, “Why is the Bad Guy Always More Interesting? Storytelling, conflict and platforms;” Ch 9, “Zen and the Art of Taste-Puft.”**

**Nov 6, Wed:** Workshop

**Nov 11, Mon: READ – Sullivan: Ch10, “Digital Isn’t a Medium, It’s a Way of Life;” Chapter 11, “Change the Mindset, Change the Brief, Change the Team;” Ch 12, “Why Pay for Attention When You Can Earn It?”**

**Nov 13, Wed:** Workshop

**Nov 18, Mon: READ – Sullivan: Chapters 13, “Social media is the New Creative Playground;” Chapter 14, “How Customers Become Customers in the Digital Age.”**

**Nov 20, Wed:** Workshop

**Mon, Nov 25:** Workshop

**\*\* THANKSGIVING BREAK, NO CLASS ON WEDNESDAY, NOVEMBER 27**

**PART 4: PITCHES, PRESENTATIONS & FINAL CHALLENGE**

EXTRA CREDIT - Response Papers, 3+pgs typed, printed, 5 pts each:

1) *THE ART OF CLIENT SERVICE*; 2) *THE ART OF THE PITCH*

**Dec. 2, Mon:** Client Pitches & Presentations – Final Project Assigned

**Dec 4, Wed:** Work in teams in class

**Dec 9, Mon:** Work in teams in class & Team consultations with Prof. Rose

**Dec 11, Wed:** Work in teams in class & Team consultations with Prof. Rose

**FINAL: TUESDAY, December 17, 2019. TIME: 7:30 AM – 10 AM. Team Presentations.**

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

**CLASS PARTICIPATION:** Attendance and active participation are required. Do the readings assigned for class before the date listed in the syllabus. Participate meaningfully in class discussions. Come to class prepared to make informed contributions and add value to the class, to discussions, and to workshops.

**ATTENDANCE POLICY:** Attendance and punctuality at all classes is mandatory. Unexcused absences may result in lowered grade or change of assignments.

**CLASS ETIQUETTE:** Students should act with professionalism and respect for others at all times. Limit personal devices. Stay in class during class period.

**ADDITIONAL MATERIALS:** Bring paper & pen/pencil to class.

**ASSIGNED READINGS:** Read assignments prior to coming to class.

*NOTE: Syllabus may change throughout semester*

**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 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.

**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.

**Students with Special Needs**

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**

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. J-School TECHNOLOGY:

**WORKSHOPS, TRAINING & ASSISTANCE**

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 <https://halawrenz.myportfolio.com/2018-workshops>

**Weapons Policy – KU** Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure and secure manner in strict conformity with [state and federal laws](#) (concealandcarry.ku.edu/information) and [KU weapons policy](#) (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 un-cocked position
- Must have the safety on, and have no round in the chamber.

Additional information regarding Lab classes, Tests and Quizzes, Performance Classes / Athletic training / recreation classes / other; Field Trips; and the Ambler Recreation Center at KU weapons policy link above

**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.

**Amler 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.