

JOUR 640 Strategic Campaigns

Fall 2019 (8/25/2019 version)

**Professor:**

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Office Hours: Wednesdays 10:30-noon & by appointment via email; drop-ins are welcome when the office door is open.

**Course Overview:**

This is a “hands-on” capstone class with the expectation that students have taken all other strategic communications classes and are therefore ready to develop a real campaign. It is assumed that you already have an excellent understanding of advertising, public relations, marketing and research methods. Another assumption is that you have mastered message/media production skills.

**Course Objectives:**

1. To review all the knowledge and training you have acquired about advertising, PR and other forms of promotion.
2. To apply and integrate everything you already know, and to obtain other necessary skills, in order to create effective campaigns that go beyond traditional advertising and public relations.
3. To experience how a real advertising/PR agency operates.
4. To identify and solve a client’s marketing problems.

**Prerequisite:**

“Admitted to the School of Journalism, of an academic level of senior or higher, successfully completed JOUR 435 or JOUR 560 and JOUR 513 or JOUR 523 or JOUR 420 and JOUR 568 or JOUR 460 and be in good academic standing with a 2.5 KU cum. GPA.”

**Course Structure:**

1. You will work very closely with a group of teammates, which will operate like a real strategic communication agency. The agencies will cooperate and compete with each other at the same time. The success of your agency heavily depends on your contribution, and you will be graded by your teammates. Your accountability is *extremely* important.
2. Each agency (group) will develop two campaigns. In the first few weeks you will work on a campaign for a large company, followed by another campaign for a local non-profit organization. Each project will result in a plansbook. The professor will receive both a hard and electronic (PDF) copy of both plansbooks. The second client will receive multiple hard and/or electronic copies.
3. The campaigns will cover traditional elements including primary and secondary research, actual advertisements, a media plan, and various PR as well as social media/interactive tactics. Innovative promotional strategies and executions are expected as well.

4. There will be very few lectures, so we may not meet in the classroom often. Instead, classes/meetings will often be held in the library, client's office, etc. Groups will meet and progress will be reported to the professor frequently. Attendance, which will significantly affect your grade, will *likely* be taken in every class and *must* be taken at every group meeting.

5. In your final plansbooks and presentations, you are expected to demonstrate what you have learned in the J-School. In other words, you are expected to show solid research and strategic/critical thinking, and to use several forms of media, including print and video.

### **Course Materials:**

No textbook required. You are strongly urged to follow Adweek, Advertising Age, and PRWeek on Facebook. Please also visit their websites regularly. Additional reading materials will be announced in class and/or on Blackboard.

### **Tentative Course Schedule (subject to change):**

Week 1: (August 27 & 29):

Introduction; structure of this class; agency hiring process (team assignment); student information form and team sign-up sheet due in class **Thursday**

Week 2 (September 3 & 5):

Team assignment announced Tuesday or Thursday; announcement of the first client; review primary and secondary research

Week 3 (September 10 & 12):

Lecture on crucial topics; individual short assignment (a hard copy on branding) due in class on **Tuesday**; **first progress (team) report** due **Thursday** via email.

Week 4 (September 17 & 19):

Additional lectures/discussions; continue to work on the first client assignment; **second progress report** due **Tuesday** via email; **First draft** of plansbook due **Thursday** (format and method TBA); work on final plansbook.

Week 5 (September 24 & 26):

Tentative first meeting with the second client this week (TBA). Presentation rehearsals.

Week 6 (October 1 & 3):

**Final plansbook, peer evaluations, and attendance report** due in class on **Tuesday**. **No late plansbook will be accepted for any reason. Group presentations in class on **Tuesday and Thursday**.**

Week 7 (October 8 & 10):

**First progress report (for the second client)** due **Thursday** in class or via email (TBA).

Week 8 (October 17):

No class on October 15 (Fall break)

Wrap up your secondary research; identify client's problems and needs as well as your objectives and target audience(s). **Second progress report** due **Thursday** in class or via email (TBA).

Week 9 (October 22 & 24):

Wrap up primary research. Identify goals and objectives. **First draft** of plansbook due **Thursday** (in class or via email/dropbox --TBA).

Week 10 (October 29 & 31):

Work on strategies and tactics

Week 11 (November 5 & 7):

Work on strategies and tactics

Week 12 (November 12 & 14):

Group consultations and/or workshops

Week 13 (November 19 & 21):

Work days; **third draft** of plansbook (including promotional messages and media plans) due ***Thursday*** via dropbox.

Week 14 (November 26):

Finalize plansbook; presentation rehearsals

No class on November 28

Week 15 (December 3 & 5):

**Fourth draft** of plansbook due ***Tuesday*** via dropbox; presentation rehearsals. **Final plansbook** due ***Friday at 10 a.m.***; no plansbook will be accepted after the deadline for any reason and the agency will be fired

Week 16 (December 10 & 12):

**Final presentations (date/time TBA)**; peer evaluations and attendance reports due immediately after. Receipts for compensation due ***Friday, Dec. 13 at 9:30 a.m.***

Week 17 (Tuesday, December 17, 1:30-4:00 p.m.)

Scheduled time for final exam – back-up day/time for final presentation.

**Method of Evaluation (subject to change):**

Attendance/contribution/quizzes 10%

Presentations 15%

Campaign #1 [(group score x peer score)/100+10] 25%

Campaign #2 [(group score x peer score)/100+10] 50%

Note: Excessive absences, absences on crucial dates (e.g., formal presentations), poor peer scores, and/or unprofessional presentations or plansbooks will likely result in a lower grade such as a D or F.

**Additional Remarks:**

- 1) This is a leading journalism school. You are expected to perform, and will be graded, accordingly.
- 2) Students missing any of the first three days of class may be involuntarily dropped from the course (unless they are officially excused).
- 3) Excused absences are granted only for highly unusual circumstances that are beyond your control, such as documented medical emergencies. Weddings, family gatherings, taking your roommate to the airport, leaving early for a vacation, etc. do not qualify. However, job interviews and family (medical) emergencies would be acceptable reasons.
- 4) All the work must be your own (and created specifically for this course) or you will fail this class. Refer to official KU publications for policy on academic dishonesty and student conducts. If cheating is suspected, it will be the student’s responsibility to prove otherwise.
- 5) Occasionally you will spend extra money on photocopies and art supplies.
- 6) If a midterm exam is given, it would likely be open-books/notes. No exchange of books/notes will be allowed during the exam. Surprise quiz(es) would not be open-book/notes. No make-up exam/quiz will be given except for documented medical emergencies or similar circumstances (in this case the instructor needs to be notified immediately).
- 7) Keep in mind that good persuasive messages are based on sound strategies, which come from solid research and thinking. Good ideas also need time to develop and mature, so *start early*.

- 8) In addition to good concepts, you need good writing (including good grammar), production and presentation skills to sell your ideas. You are expected to produce messages and plansbooks of professional quality (e.g., no typos). Offensive language or visuals (sexually suggestive, sexist, racist, homophobic, rude, etc.) are not acceptable and will likely result in a zero.
- 9) Inattention and disruptive behavior/language, including talking/texting/web surfing in class, will not be tolerated. You will be asked to leave the classroom. Severe cases will be reported to university officials and may result in withdrawal from this class. Refer to KU publications for more information.
- 10) Reasonable accommodations will be provided for students with a documented disability. Please notify the instructor of accommodations needed for the course during the first two weeks of class. **Religious holidays** will be honored, but you will need to notify the professor via email by the end of the 2<sup>nd</sup> week of this semester.
- 11) By working on the campaigns, you automatically give up your “intellectual property” rights and will not demand compensation from the client(s), university, or professor this semester or in the future. Your works will be shown to other professors, students, clients, marketing professionals, etc.
- 12) You have the right to resign from a group and join another group (if the new group chooses to hire you). Also, your group has the right to refuse to work with you if your performance is not satisfactory.
- 13) In addition to class meetings, we will communicate through email and our Blackboard site. Therefore, please check your KU email and our Blackboard site at least once a day.
- 14) In this class, it is important that you feel comfortable expressing ideas and opinions. I 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.
- 15) Every group has the option of hiring an outside person (e.g., graphic designer or web developer) to help with the final plansbook, presentation, and/or certain tactics for the second client. This person should be credited in the plansbook/presentation. The group will be responsible for their compensation.
- 16) I reserve the right to modify the syllabus. Any changes will be announced in class, via email, and/or posted on our Blackboard site and become official.

## School/University Policies and Additional Information

### **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.

### **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 Late Work**

No late work will be accepted unless there is an emergency (as determined by the professor of this course). If you know you will miss a deadline (or a class meeting), please seek approval from the professor in advance via email.

### **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 acknowledgment 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.

Basically, you cannot submit any content written by someone else, or “recycle” a paper written by yourself in the past (or for another course in this semester) and submit it for this course.

### **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.

### **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.

**Inclement Weather** - 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).

JOUR 640 Student Information Form (Fall 2019)

**Due: Thursday, 8/29/2019**

Please Print

Last Name : \_\_\_\_\_

First Name: \_\_\_\_\_

What you prefer to be called: \_\_\_\_\_

Student ID #: \_\_\_\_\_

Major/Track: \_\_\_\_\_

Minor(s): \_\_\_\_\_

Year (circle one):     Junior     Senior

Your KU email address (please print): \_\_\_\_\_

Optional: Phone Numbers (cell): \_\_\_\_\_

Optional: What do you want to learn in this class?

Optional: Career goals – what do you want to do after graduation?

Your name (Last, First): \_\_\_\_\_

**What role would you like to play in your team?**

Make 4-5 choices. Put down 1 as your first, 2 as your second, 3 as your third, 4 as your fourth, and 0 as something you really do NOT want to do. I will try my best to accommodate your preference.

\_\_\_\_ Account Executive (you are the manager of your agency and responsible for scheduling meetings, contacting different people, making sure everything is on schedule, writing progress reports, etc. If you do a good job, you will likely receive a slightly higher final grade as a result. Or you may receive a lower final grade due to irresponsibility and/or poor quality of the final plansbook/presentation.)

\_\_\_\_ PR Director (you are responsible for all PR, marketing and other promotional strategies & tactics, including writing press releases)

\_\_\_\_ Research Director (you are the lead researcher; you enjoy digging out information and playing with numbers; knowing Excel and/or SPSS or other spreadsheet programs will help)

\_\_\_\_ Media & Social Media Director (you are responsible for media planning/buying —innovative ways to deliver promotional messages using traditional and social media, and spending money wisely)

\_\_\_\_ Creative & Presentation Director (you write and art direct ads – print, broadcast, web, etc. – and other promotional materials; you are the primary author of the final plansbooks; you should be a good writer and proofreader; you are also in charge of the presentations; knowledge in Adobe Creative Suite and PowerPoint or Keynote is essential)

We need to decide on a date for our final presentation ASAP. Please indicate which of the following days would work for you by circling it/them. If we can't find a date that works for everyone, we will present during our scheduled final exam time (1:30-4:00 p.m. on Tuesday, 12/17/2019).

If you want to work with someone in the same group, please write down his/her name (this request will be honored only if that person wants to work with you, too). Or, if you do *not* want to work with a particular person, please write down her/his name. Please name **up to 2** people per category (whom you want to work with, and those you don't).

Want:

Don't want: