

JOUR 260 - Spring 2020 SYLLABUS M/W 3-4:15, 164 Ritchie

Professor – Dr J S Rose, Office Hours – T/Th 11:30-1:30 & by appt, jsrose@ku.edu, 785-864-8019

Assistant – Gavin Wade, Office Hours – Wed, 1:30-2:30, gavin.wade@ku.edu

COURSE OVERVIEW: This course is an introduction to the thinking, strategy, culture, ideas, and roles relevant to the development of strategic messaging for advertising, PR, media, and marketing. Students work both independently and in teams in an experiential learning environment to develop upper-level professional skills.

COURSE GOALS: 1) To acquire an understanding of the connection between audiences, strategy and ideas in the development of messaging to meet marketing communications goals; 2) To gain exposure to the development of insights, strategy, and strategically-focused big ideas critical to messaging success; 3) To acquire tools, skills, and experience related to strategic and conceptual problem-solving; 4) To gain professionalism and experience at both the individual and team levels working on messaging challenges.

Required:

Ogilvy on Advertising, David Ogilvy (New York: Vintage, 1985).

The Practical Pocket Guide to Account Planning. Kocek, Chris (USA: Yellow Bird, 2013)

“The Great Hack” (Netflix, 2019) – Watch, on Netflix

Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads, 5th Ed. Luke Sullivan (New York: Wiley, 2016).

Recommended:

Predictably Irrational: The Hidden Forces That Shape Our Decisions, Dan Ariely (New York: Harper Collins, 2008).

The Art of client Service: 58 Things Every Advertising and Marketing Professional Should Know.

Robert Solomon (New York: Kaplan, 2008/2016)

The Art of the Pitch: Persuasion and Presentation Skills That Win Business. Peter Coughter (New York: Palgrave Macmillan, 2012)

Additional recommendations available on request.

About this class:

1. Roles, tools, skills, approaches, and thinking in strategic messaging
2. Strategic Planning
3. Creative concept development
4. Working independently & in teams
5. Presentation skills & “Thinking on your feet”

Requirements:

1. Readings & viewing, Response Papers/Quizzes, Individual and team projects, fieldwork.
2. Attendance
3. Engaged and informed participation to class and teams
4. Mid-term Challenge
5. Final Project Challenge

How to Succeed in this class:

- Read or view assignments as listed in the syllabus before attending class on the day listed. (Note: This is called a “flipped class” where students are expected to prepare before class, then come to class to discuss, develop concepts, engage with each other and the professor at a level that assumes reading has been completed.
- Experiential learning means that you approach discussions, in-class workshops, and challenge assignments with the idea that it is an opportunity to learn by trying or doing. Informed, engaged, and active participation is the key to success.
- Bring Paper & pencil/pen to class
- No make-up quizzes or exams.
- Syllabus may change during semester

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

Wed, Jan 22 – Welcome & Introduction
Mon, Jan 27 – **Ogilvy, Intro + Ch 1 – 6 (7 - 70) & Chapters 14-16 (155 - 172)**
Wed, Jan 29 – The Business
***Watch Super Bowl LIV, Sunday, Feb 2.**
Mon, Feb 3 –
Wed, Feb 5 –

**** PART II: INSIGHTS & STRATEGY ****

Mon, Feb 10 – **Read: *The Practical Pocket Guide to Account Planning* (As per syllabus, read prior to class Feb 10)**
Wed, Feb 12 – Insights & Strategy
Mon, Feb 17 – **Watch: “The Great Hack.” Watch before class; we will discuss in class Mon, Feb 17**
Wed, Feb 19 – Strategic/Account Planning
Mon, Feb 24 – Strategic/Account Planning
Wed, Feb 26 – Strategic/Account Planning
Mon, March 2 – Strategic/Account Planning
Wed, March 4 – MID-TERM CHALLENGE

***** KU Spring Break: March 9-15. No class*****

**** PART III: CREATIVE ****

Mon, March 16 – **Sullivan, Ch 1 “A Brief History of Why Everybody Hates Advertising,” Ch 2 “The Creative Process,” & Ch3 “Ready! Fire! Aim!”**
Wed, March 18 – **Ch 4 “The Sudden Cessation of Stupidity”**
Mon, March 23 – **Ch 5 “Write When You Get Work”**
Wed, March 25 – **Ch 6 “The Virtues of Stupidity,” & Ch 7 “Stupid, Rong, Naughty & Viral”**
Mon, March 30 – **Ch 8 “Why is the Bad Guy Always More Interesting?”**
Wed, April 1 – **Ch 10 “Digital Isn’t a Medium, It’s a Way of Life,” & Ch 11 “Change the Mindset, Change the Brief, Change the Team;”**
Mon, April 6 – **Ch 12, “Why Pay for Attention When You Can Earn It?,” & Ch 13 “Social media is the New Creative Playground”**
Wed, April 8 – **Ch 14 “How Customers Become Customers in the Digital Age”**

**** THE PITCH & FINAL CHALLENGE ****

Mon, April 13 – The Art of the Pitch
Wed, April 15 – Examples
Mon, April 20 – Examples
Wed, April 22 – Final Project - Assigned
Mon, April 27 – Final Project
Wed, April 29 – Final Project
Mon, May 4 – Final Project & Meetings with professor
Wed, May 6 – Final Project & Meetings with professor

FINAL: FRIDAY, MAY 15, 1:30-4 pm (Final date & time mandated by KU/Strong Hall)

Grading: Grades are given on letter grade basis: A, A-, B+, B, B-, C+, C, C-, D+, D, D-, F

20% - Attendance, Class participation, Contribution, Professionalism
20% - 4 Response Papers, For credit only, or = A
10% - Two quizzes
20% - Mid-term Challenge
30% - Final Project Challenge: Individual + Team grade

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 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.

Gun policy

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; page 11/12
- 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.

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed in an area not directly next to students during exams, 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.

Emergencies

The Office of the Vice Provost for Student Success coordinates the University response to campus and individual student emergencies. The Office of the Vice Provost is also the contact when students are involved in a serious incident away from the Lawrence campus. The Office will offer information, counseling, and support to students, their families and others affected by the incident.

To report an extended illness or accident that keeps a student away from class, contact the Academic Achievement and Access Center at (785) 864-4064, www.achievement.ku.edu

Content “recycling”

The expectation in this class is that you’ve 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 your previous interviews, assignments, stories or work from other classes. The Journalism School regards any efforts to recycle material as academic dishonesty.

Other information to know:

Watkins Health Center. KU wants to be healthy while you’re here. You can visit Watkins for confidential preventive care or treatment—everything from prescription medicines, to flu shots, to broken bones. Here’s the website:

<http://studenthealth.ku.edu/> Here’s the phone number: 785- 864-9500. Here’s the email: health@ku.edu

KU Counseling and Psychological Services (CAPS). CAPS provides confidential counseling services to help you stay mentally health here at school. Here’s the website: <https://caps.ku.edu/> Here’s the phone number: 785-864-2277.

KU Financial Aid and Scholarships. Here’s the website: <http://affordability.ku.edu/> Here’s the phone: 785-864-4700. Here’s the email: financialaid@ku.edu

Food banks. The Campus Cupboard, operated by the Center for Community Outreach, can help if you need food. You can find the organization on Facebook. Here’s the website: <http://www.cco.ku.edu/campus-cupboard-2/> Here’s the email: cco@ku.edu. Here’s the phone: (785) 864-4073.

Phones, laptops, tablets

There is no objection to electronic study aids, and some students are better typists than hand-writers. But, doing puzzles, watching videos, listening to music and/or podcasts, doing social media, texting or reading online other than those relevant to this course is unprofessional. Students engaged in this type of online behavior in class will be given a warning and then asked to leave class.