

## **J640 Strategic Campaigns – Spring 2018 – Section 47495**

11:00 a.m. to 12:15 TuTh in Room 206 Stauffer-Flint

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*The Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) defines a capstone course as “a final course that defines the knowledge, values and skills of a sequence, department or core curriculum.”*

### **Course Description – per the KU Catalog**

Students produce a campaign to solve a strategic communications problem for an established organization. Students work with an actual client to develop a campaign from the initial research to the final recommendation. By applying the knowledge, experience and skills gained in previous courses, students confirm their readiness to enter the profession. Prerequisite: Senior standing, good standing in the School of Journalism and JOUR 420, JOUR 460, and JOUR 560.

### **Learning Objectives – per retired Professor Bob Basow**

Having reached the capstone level, you are at the top of your climb. From this vantage point, you can look back down the path you have traveled and forward into the future. This course will help you look in both directions:

- You’ll realize how your learning in past courses helps you solve a current problem. When you’re learning, it’s hard to know what’s useful until you need to use it.
- You’ll learn “how to learn,” developing new skills for gathering, organizing and delivering information. Techniques learned in Campaigns can last a lifetime.
- You’ll strengthen your ability to work with people – clients, colleagues and contacts. Ours is a service business: we help people by solving communication problems.
- You’ll gain self-confidence and earn others’ respect by being dependable and credible – *e.g.* trustworthy in meeting deadlines, relentless in checking facts.

### **Learning Objectives – per Lecturer David Johnston**

After taking this course, the next campaign you work on will most likely be in a professional setting. Like a practice swing in golf, your work in this class should apply all of your learning, and the product of your work should not merely emulate professional-level work, your entire approach–work ethic, commitment to client and classmates, professionalism, creativity and attention to detail–shall meet or exceed the high standards employers place on graduates of this program. In addition to the learning objectives above, in my course, you’ll learn how:

- To work well with diverse teams: understand and respect team dynamics, collaborate, resolve conflicts and apply leadership principles to solve problems for diverse sets of stakeholders.
- To make ethical, values-based decisions to address strategic communication challenges.
- To represent yourself and your ideas professionally, authentically and persuasively.

### **Course Organization:**

In Campaigns, you will work with different people in “cross-functional teams.”

- Your “color team” (identified by color until you have a name) includes six positions.
- Your “functional group” comprises those from each team with the same position.

During the semester you'll progress through three stages, each lasting about a month:

**Stage I, Exploration:** learning the business and wrapping your mind around the problem; understanding it from different viewpoints, especially the consumer's.

**Stage II, Development:** generating alternative approaches and testing them to see whether the audience "gets it, wants it and believes it."

**Stage III, Execution:** producing the campaign in a Plan Book that provides the finished executions with a budget and timetable, and a system for measuring results.

The course culminates in a formal presentation to the client summarizing the recommendations in the Plans Book and their research support.

### **Textbook and Blackboard**

There is no textbook for this course. We will use Blackboard and Google to share class materials.

### **Your Instructor (Professional Bio):**

David Johnston works at the University of Kansas as senior vice president of strategic communications for the KU Alumni Association. In addition to teaching this course, he has also taught Journalism 560: Message Development, as well as an introductory course in the Leadership Studies minor at KU. A former KU student-athlete and cross country All-American, Johnston is a past president of the K Club board of directors for KU Athletics. He has served on several campus and community advisory boards, and he is a graduate of Leadership Lawrence.

Johnston grew up as a Jayhawk in Lawrence and comes from a loyal KU family. After graduating from KU in 1994, he managed a congressional district office in Lawrence before moving to Chicago to work for Leo Burnett Advertising and Starcom Media Services. He was hired by David Mucci in 2000 to serve as the first marketing coordinator for the KU Memorial Unions before being promoted by Chancellor Hemenway in 2004 to serve as the university's first institutional director of marketing. In that role, he authored the university's integrated marketing plan and oversaw the creation and implementation of KU's first visual identity system and brand standards for proper use of the Jayhawk and "Trajan" KU logo.

Today, Johnston oversees strategic communications and digital media for the KU Alumni Association, encompassing brand positioning, crisis communication, online communication, broadcast email, social media, technology and mobile strategy. He holds two degrees from KU, including a BS in Journalism (advertising) and an MS in Higher Education Administration. He lives in Lawrence with his wife, Sara, and their three children, Sydney (17), Sophia (15) and Austin (10).

### **Meeting Outside of Class**

Campaigns students spend about 200 hours outside of class to develop their campaigns. Much of this occurs in the evening and on Sunday afternoon/evening. The frequency of meetings increases during "crunchtime," the final month. *Please be mindful about commitments that will affect your ability to work with your team to bring your campaign together in the final stages. Plan and prioritize accordingly.*

**J640 Campaigns Reimbursement:** your client may provide funds that will be available for expense reimbursement, such as the production of Plans Books. However, any expense you believe eligible for reimbursement requires the professor's approval *in advance*, plus documentation as will be explained.

**Release, Non-Disclosure and Memo of Understanding:** you will have access to a great deal of confidential information from your client. Hence, you'll be asked to sign a non-disclosure form acknowledging that you will protect the confidentiality of this information. Also, you will be asked to sign a release, giving your client the right to use the work you produce in this course. A Memo of Understanding outlines and confirms your commitment to the course and your classmates.

**Grading, Attendance and Participation:** This course provides an experience much like you will encounter in the professional world. Attendance is mandatory for all course periods and class functions unless otherwise specified by your instructor. Unlike your previous courses, there are no excused absences, exams or graded exercises that accumulate points toward a final grade. You will, however, submit regular reports (individually and in groups) describing your work, and your progress will be monitored and evaluated just as it will on an actual job. Since a successful campaign is the result of a total team effort, a successful team will be one in which everyone contributes. You'll be evaluated on your total effort, commitment to the class and your classmates, your writing, communication, research, plans books, presentation skills and strategy. Your grade will be determined by the strength of your campaign, the level of your commitment and the quality of your effort.

### **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 uncocked position;
- Must have the safety on, and have no round in the chamber.

## **Tests and guns**

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](http://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.

## **Some 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](mailto: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](mailto: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](mailto: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, messing around on Facebook, texting or reading the newspaper in class is unprofessional. So is sleeping, particularly if you snore. Anybody doing any of the above in class will be given one warning and then asked to leave class for the day. If you feel you really cannot get off Instagram or stop texting or shopping for the entire class period, please consider another class.

### **Summary:**

The Campaigns Experience is unlike any course you have taken thus far. You will be presented with a current problem by an actual client – one that they need your help in solving. At first you may feel overwhelmed by unfamiliarity with the situation and the course structure. However, by the end of the semester, you will have progressed from knowing little about the client's problem to making recommendations about how to solve it. As a result of having taken J640 Strategic Campaigns, you should feel ready to graduate and enter the professional world.