

JOUR 640 Strategic Campaigns (#12215)

Fall 2017 (8/20/2017 version)

Professor Tien-Tsung Lee

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Class meetings: M/W 11-12:15.; Stauffer-Flint Hall Room 206

Office hours: Wed. 1:30-3 p.m. & by appointment via email

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. 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 (details to be announced). 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.

Course Schedule (subject to change; changes will be announced in class, via email, and/or on the course Blackboard site):

	Topic	Due	Additional notes
Week I			
M 8/21	Introduction -Structure of this class -Announcement of the first client		-Announcing branding paper assignment -Distribute team sign-up sheet
W 8/23	Agency hiring process (team assignment)	Team sign-up sheet due in class	

Week II

M 8/28	-Team assignment announced Monday or Wednesday in class -Review primary and secondary research		AEs please schedule weekly group meeting days/times
W 8/30	Optional lecture/workshop	-A short <i>individual</i> paper on branding (up to 5 pages, single- or double-spaced) due in class -First progress (team) report due via e-mail from AEs by 5 p.m. on Friday, 9/1	Paper will discuss brand, branding, brand equity, positioning, re-positioning, and a case study (or two) on a brand; proper references are needed

Week III

M 9/4	No class (Labor Day)		
W 9/6	Optional workshop	-Second progress (team) report due via e-mail from AEs by 5 p.m. on Thursday, 9/7	

		-First draft of plansbook due via email by 5 p.m. on Friday, 9/8	
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Week IV

M 9/11	-Optional workshop -Return first draft of plansbook in class	Second draft of plansbook due via email by 5 p.m. on Tuesday, 9/12	
W 9/13	Meeting with individual teams from Wednesday to Friday to discuss plansbooks	Third draft of plansbook due via email by 5 p.m. on Friday, 9/15	-Presentation rehearsals this weekend - Order of presentations to be announced via email or on Blackboard

Week V

M 9/18	Group presentations in class	Final plansbooks due in class on Monday, 9/18	
W 9/20	Group presentations in class	Peer evaluations due in class, or via email by 5 p.m. on Wed., 9/20	

Week VI

M 9/25	Meeting the second client (TBA) Conduct secondary research		
W 9/27	Conduct secondary research	First progress report due by 5 p.m. on Friday, 9/29	

Week VII

M 10/2	Conduct primary research		
W 10/4	Conduct primary research	Second progress report (secondary research report) due via email by 5 p.m. on Friday, 10/6	

Week VIII

M 10/9	Conduct primary research		
W 10/11	Conduct primary research		

Week IX

M 10/16	No class (Fall break)		
W 10/18	Conduct primary research	Third progress report (primary research report) due via email by 5 p.m. on Friday, 10/20	

Week X

M 10/23	Work on goals, objectives and strategies		
W 10/25	Finalize goals, objectives and strategies	Fourth progress report (goals, objectives, strategies) due via email by 5 p.m. on Friday, 10/27	

Week XI

M 10/30	Develop tactics		
W 11/1	Develop tactics		

Week XII

M 11/6	Develop tactics		
W 11/8	Develop tactics	Fifth progress report (tactics) due via email by 5 p.m. on Friday, 11/10	

Week XIII

M 11/13	Work on plansbook		
W 11/15	Work on plansbook	First draft of plansbooks due in class on Wed., 11/15	

Week XIV

M 11/20	Work on final presentation		
W 11/22	No class (Thanksgiving)		

Week XV

M 11/27	Finalize plansbooks	-Second draft of plansbooks due via email by 5 p.m. on Monday, 11/27 --PowerPoint slides and presentation scripts (drafts) due	
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		via email by 5 p.m. on Tuesday, 11/28	
W 11/29	Work on final presentation	-Final plansbooks due Wednesday, 11/29, by 3 p.m. and delivered to the client -PowerPoint slides and presentation scripts (final) due via email by 5 p.m. on Thursday, 11/30	Presentation rehearsals this weekend (details TBA)

Week XVI

M 12/4	Final presentation this week (date/time TBA)		
W 12/6			

Final exam date/time (the back-up date/time for final presentation): 10:30 a.m.-1:00 p.m. on Monday, December 11, 2017.

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 and/or unexcused absences on crucial dates (e.g., formal presentations) and/or group meetings, poor peer evaluation 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. Please notify me via email at your earliest convenience.
- 4) All the work has to 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 would 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 in writing by the end of the 2nd 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.
- 13) In addition to class meetings, we will communicate through e-mail and our Blackboard site. Therefore, please check your KU e-mail 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 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 the compensation.
- 16) I reserve the right to modify the syllabus. Any changes will be announced in class, via e-mail, and/or posted on our Blackboard site and become official.

University and School Policies

Copying or recording class lectures

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor in class and on Blackboard, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor will usually permit students to audio tape lectures, on the condition that these audio tapes 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. This also applies to any lecture notes and other content prepared by the instructor on Blackboard.

Commercial note-taking policy

Pursuant to the University of Kansas' Policy on Commercial Note-Taking Ventures, commercial note-taking is not permitted in Jour 460: Research Methods in Strategic Communication. Lecture notes and course materials may be taken for personal use, for the purpose of mastering the course material, and may not be sold to any person or entity in any form. Any student engaged in or contributing to the commercial exchange of notes or course materials will be subject to discipline, including academic misconduct charges, in accordance with University policy. Please note: note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the ADA, is not the same as commercial note-taking and is not covered under this policy.

Concealed weapon policies

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.

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.

Here's some clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).
- Plagiarism is stealing. You take someone else's ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. "Recycling" past reports/assignments from previous classes/students and presenting them as your own falls into the category of plagiarism.
- If you cut and paste something then add a source, that is not enough. You'd need to rewrite it *in your own words* unless you treat it as a direct quote (by adding quotation marks). Otherwise, it is still plagiarism.
- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don't do it.

We will discuss these issues further in class. If you have any questions, please contact the professor. Violation of these rules will be reported to the Associate Dean for Undergraduate Studies and the advising center.

Students with Disabilities:

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 DR, please do so as soon as possible. The office is located in 22 Strong Hall; the phone number is 785-864-2620 (V/TTY).

Information about services can be found at <http://disability.ku.edu>. Please also contact me privately in regard to your needs in this course.

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."

"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."

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).

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. -- *August 17, 2009*

JOUR 640 Student Information Form (Fall 2017)

Due: Monday, 8/21/2017

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 e-mail address (please print): _____

Your non-KU e-mail 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?

JOUR 640 Strategic Campaigns Group Sign-up Sheet (Fall 2017)

Due: Wednesday, 8/23/2017

Your name (Last, First): _____

What role would you like to play in your team?

Make 5-6 choices. Put down 1 as your first, 2 as your second, 3 as your third, 4 as your fourth, 5 as your fifth, 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 reward. Or you might 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, developing innovative ways to deliver promotional messages using traditional and social media, and spending money wisely)

_____ Creative Director (you write and art direct ads – print, broadcast, web, etc. – and other promotional materials; you will work closely with the presentation director on PowerPoint slides and plansbooks)

_____ Presentation Director (you are the primary author of the two plansbooks; you should be an excellent writer and proofreader; you are also in charge of two presentations; knowledge in desktop publishing and PowerPoint 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 (10:30 a.m.-1:00 p.m. on Monday, 12/11/17).

Please cross out the date(s) that will NOT work for you:

Monday	Tuesday	Wednesday	Thursday
Dec. 4	Dec. 5	Dec. 6	Dec. 7
6:00 p.m.	6:00 p.m.	6:00 p.m.	6:00 p.m.

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).