

JOUR 640 Strategic Campaigns

Fall 2018

Professor Angie Hendershot

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Class meetings: M/W 11-12:15; Stauffer-Flint Hall 206; office hours M 12:15-2:15, W 10-11, appt.

Course Overview:

This is a “hands on” capstone class allowing students to integrate all other strategic communications class learning to develop a real campaign. It is assumed you already have an excellent understanding of advertising, public relations, marketing and research methods as well as message/media production skills. The course will employ a team project approach to further students’ expertise with teamwork and project management.

Course Objectives:

1. To review all the knowledge and training you have acquired about advertising, PR and other forms of strategic communication.
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 roles integrate and deliverables are created in a campaign development setting.
4. To identify and solve a client’s marketing problems.

Course Structure:

1. We will have a small degree of individual work in this course. Enrolled students will work in teams as assigned to the same client. The teams will cooperate and compete with each other at the same time. The success of your team heavily depends on your contribution, and you will be graded by your teammates. Your accountability is *extremely* important.
2. Each team will develop a campaign with various budget levels offered to the client. The professor will receive both a hard and electronic copy of the plansbook (details to be announced). The campaign will be presented to various stakeholders of the client so multiple hard and/or electronic copies will be submitted.
3. The campaign will cover traditional elements including primary and secondary research, actual advertisements, a media plan, and various PR as well as web, social media/interactive tactics. Innovative promotional strategies and executions are expected as well.

4. There will be few lectures, so we may not meet in the classroom always. You are expected to meet separately as a team during the class meeting times where there is no lecture or your team is not scheduled for a conference with the professor. You may book and use the flex space available in the building or find another location. 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 plansbook and presentation, 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, however you should expect to incur some out of pocket expenses for printing and flash drives. You are strongly urged to follow professional journals and thought leaders online and/or via the reading resource room. You are also encouraged to explore insights from the client industry and case studies of organizations facing similar problems and opportunities. Additional reading material will be announced in class and/or on Blackboard.

The client may be providing reimbursement of expenses for research incentives, design and printing of the campaign plan or materials, etc. It is up to each group to assign a treasurer to manage this process.

Method of Evaluation (subject to change):

Self 40%

- Case study 5%
- Quizzes 10%
- Attendance, Participation, Peer Evaluation 25%

Group 60%

- Scavenger hunt (observational research) 5%
- Research Plan and Project Plan 5%
- Campaign Plan, Book and Presentation 50%
(*Plan 30%, Book 10%, Presentation 10%*)

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 course 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. I will follow the J-school standard grading scale for final marks.
- 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 and always in advance of the absence.
- 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 conduct. The client has provided some assets (including photography and logo files) for you to leverage.
- 5) While you will not incur any textbook expenses for this course, you may choose to spend extra money on photocopies and design supplies or assistance.
- 6) Surprise quiz(es) may be given. 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. 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, 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 team has the option of hiring an outside graphic designer and/or web developer to help with the final plansbook, presentation, and/or certain tactics for the 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

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*

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 and 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."

Course Schedule as of 9.4.18 (subject to change; changes will be announced in class, via email, and/or on the course Blackboard site):

	Topic	Due	Additional notes
<i>Week 1 – Team dynamics and communication</i>			
M 8/20	-Introductions -Structure of this class -Client overview -“Speed Networking”	“Quiz” 1 complete online by next class	-Introductory documents on Blackboard -Choose topic for case study assignment due in one week!
W 8/22	-Communication tools -Project management -Action item management -Agency hiring process, roles	-Introductory documents (profile and strengths finder) due Thursday.	All students prep questions for client

Week 2 Understanding your client/industry

M 8/27	Client meeting Chelan David, YVC development director	2-3 page double-spaced case study on an organization or product targeting teens due 8/27	
W 8/29	-Client debrief -Benchmarking/Industry -Team assignments	Quiz 2 on client info	-Team “scavenger hunt” explained, due 9/10

Week 3 Understanding your audience(s)

M 9/3	Labor Day – no classes		
W 9/5	-Review research, audience analysis -Customer insights -Situation Analysis	Quiz 3 on research and insights (JTech session can serve as substitute for this take home quiz)	Basic Video Storytelling Production and Editing with Premiere Sept. 7 10 am - 1 pm

Week 4 Understanding media and the marketplace

M 9/10	Customer journey, funnel - Public Relations, Earned and Owned Media Guest speaker – Andy Hyland	Team scavenger hunt due Performance determines draft rank for choosing presentation time slots	Draft research plan (due 9/12)
W 9/12	Social/Digital and Paid Media Budgeting and media buying Guest speaker – Erin Carlson, MMGY Global	Research plan due	Digital Content Creation Sept. 14 10 am - noon

Week 5 Planning the Work

M 9/17	Group meetings in class <i>Team 3@ 11:00, Team 4 @11:25 and 5@ 11:50</i>	Bring draft project management plan Graded version due 9/20	Groups should be using the remaining time to meet as a team
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W 9/19	<i>AEs @10:40; Team 1 @11:15 and Team 2 @ 11:45</i>	Bring draft project management plan Graded version due 9/20	Groups should be using the remaining time to meet as a team
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Week 6 Secondary Research

M 9/24	Secondary research and target audience selection		
W 9/26	Secondary research and target audience selection Client check-in	9/26 Individual secondary research assignments due; Briefing 1 due Fri 9/28 5pm	

Week 7 Primary Research

M 10/1	Team meetings with Prof. H 11:00 team 3, 11:25 team 4, 11:50 team 5		
W 10/3	Team meetings with Prof. H 11:00 team 1, 11:30 team 2	Briefing 2 (secondary research report) due Fri 10/5 5pm	

Week 8 Primary Research and Analysis

M 10/8	Team meetings with Prof. H 11:00 team 3, 11:25 team 4, 11:50 team 5		
W 10/10	Team meetings with Prof. H 11:00 team 1, 11:30 team 2	Midpoint peer evaluations	Teen primary research opportunity? Friday, 10/12 no school in KC, Lawrence districts

Week 9 Goals, Objectives and Strategies

M 10/15	No class – Fall Break	Briefing 3 (primary research report) due by 5 p.m. on Tues 10/16	Teen primary research opportunity? Mon/Tue no school in Topeka (also 10/25-26)
W 10/17	Work on goals, objectives and strategies Client check-in		

Week 10 Tactics and Metrics

M 10/22	Develop tactics/metrics	Briefing 4 due (goals, objectives, strategies)	
W 10/24	Develop tactics/metrics		Making micro-videos for social media Oct. 26 10-12

Week 11 Writing and Creative Development

M 10/29	Guest speaker, Phil Bressler President, Latch Brand and brand architecture Finalize tactics/metrics Develop creative executions		
W 10/31	Plansbooks tips and presentation skills Draft plansbook	Quiz 4 Briefing 5 (tactics) due by 5 p.m. Fri 11/2	Client will be in Charleston, SC 11/2-3 for annual conference

Week 12 Revising and Refining

M 11/5	Team meetings with Prof. H 11:00 team 1, 11:30 team 2	Discuss creative	
W 11/7	Team meetings 11:00 team 3, 11:25 team 4, 11:50 team 5	Discuss creative	

Week 13 Final Edits

M 11/12	Team meetings 11:00 team 1, 11:25 team 2, 11:50 team 3	Review first draft plansbooks	
W 11/14	Team meetings 11:00 team 4, 11:30 team 5	Review first draft plansbooks	

Week 14 Presentation Skills

M 11/19	Presentation workshop	Second draft plansbooks due Tuesday 11/20	
W 11/21	No class – Thanksgiving break		

Week 15 Presentation Practice

M 11/26	Work on final presentation	-PowerPoint slides and presentation scripts (drafts) due by 5 p.m. Wed 11/28	
W 11/28 10am- 1pm	30m presentation run-throughs 10:00 10:45 11:15 11:45 12:15	-Slides and presentation scripts (final) posted by 5 p.m. on Fri 11/30	Presentation 60m dress rehearsals Sunday 12/2 12:30 1:30 3:00 4:00 5:00

Week 16 Presentations

M 12/3	10am-1pm Final walk-through 10:00 10:45 11:15 11:45 12:15	30 minute time slots per team TBA	
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W 12/5	Final presentation 3-4:00 set up and class photos 4:00 introductions 4:10 4:35 5:00 5:25 intermission 5:40 6:05 6:30 closing remarks	Final materials due by presentation	
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