

**Journalism 850
Capstone in Marketing Communication**

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Course Syllabus

In this course students are expected to integrate and apply the skills and concepts they have developed in the School's marketing communication Master's program. Students will work in teams to identify and solve a marketing communications problem for a company or non-profit organization. The culmination of the course is the development of a marketing communications plan and presentation of that plan to the executives/board of the relevant client organization.

The clients this semester are Safehome, Backstitch, the Kansas City Zoo and the Junior League of Kansas City.

Since each client has its own characteristics, constituencies and needs, each team will develop its deadlines and timelines as we go along. Each team must make its presentation to the client before the end of April, so we can make University deadlines.

Here is a rough outline for how you will proceed with your project this semester:

- Preliminary research question: Based on what you know about the client, develop a research statement that sets out what you see as the research problem and several tentative questions you want to answer with your research.
- Situation analysis: Describe client, challenges client faces, environment in which client operates and why it is necessary to take action at this time. Finalize your research question(s) at this point.
- Research: Primary, secondary and summary of key findings.
- SWOT analysis: Identify the environment in which the client operates. This serves as bridge between research and planning, and is especially useful in identifying potential strategies for addressing the client's needs.
- Planning draft: Develop a plan that identifies audiences; goals, strategies and tactics; and strategic message plans. You will also develop a budget and timeline.
- Final plan: Drawing on your findings and recommendations, you will create a Marketing Communication Plans book for the client.
- Client presentation: You will present your findings and recommendations to the client.

Course objectives

Upon completion of the course, students will know how to develop a marketing communications plan, using the techniques outlined above, and to present the final plan to a client.

Communication

On Sunday of every week, the team coordinator will send me or Angie (and team members) a memo that describes the team's key activities for the week just completed. The first memo will be due Sunday, Jan. 21. It is difficult to know how long each memo should be but in general a few paragraphs should be adequate.

Class meetings

We will meet as a class for the first time at 6:30 p.m. Tuesday, Jan. 16. After that, the class will meet as a whole occasionally as the need arises. Individual teams will meet as needed, depending on your client and project status. I expect that your team will need to meet at least once each week and perhaps more often.

Working as a team

We will be working in four teams. At approximately mid-semester, I possibly will ask each of you to assess the contribution of each other team member to the success of the project. I definitely will ask for an assessment at the end of the semester. I will factor team members' comments heavily into determining your final grade.

Final grade

Your final grade will be based on your contribution to the final product of your team. There will be no other assignment, tests, etc., for this course.

Contact information:

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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 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.

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). Feel free to text me if you are uncertain.

Special Needs - The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620, 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. Also please contact your instructor privately in regard to this course's activities.