

Course Syllabus
JOUR 640: Strategic Campaigns
Spring, 2019
M-W, 9:30-10:45 a.m.
Stauffer-Flint Room 206

Instructor:

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Office: Dole 2046 and Edwards Campus Regnier 370M
Office Hours: Mondays in Dole 2046, 8:30-9:15 and by appt.
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Welcome Message:

Welcome to Campaigns for Spring 2019. This course is meant to be the culmination of your experience as a strategic communications student in the journalism school. As such, everything tends to be magnified including the pace of the class, the workload needed to produce great work for our client, the amount of interaction within your work teams and the instructor, etc. It's my job to make sure we have the right organization, the right client, the tools we need, etc. to make this a great experience for each of you. I know you will approach this class with the seriousness it deserves and take responsibility for doing your best work. With that, I know we will be successful. Thanks in advance for your commitment.

Course / Learning Objectives

- To identify and solve a client's marketing challenges and objectives by working with client closely and professionally throughout the process;
- To apply skills that you already know, and to obtain other necessary skills, to create an effective campaign;
- To develop an effective strategic communication campaign that addresses client's marketing objectives based on critical analysis and evaluation of research findings and strategic message planning;
- To identify measures to evaluate campaign effectiveness;
- To communicate research results and the strategic planning process clearly, concisely, and effectively in the format of written report, oral communication, and visual presentation to the client;
- To provide proactive and constructive feedback through team collaborations and peer evaluations.

Course Organization and Structure

You have been well-prepared for this course by taking some excellent coursework that has taught you many of the principles of strategic communications (i.e. JOUR 560, Message Development). Given that, we won't have extensive lectures in this course. We will definitely have discussions and group consultations. (If, however, there are some concepts related to research methods and executions that you are struggling with, I will make necessary changes to the syllabus and conduct an overview with the whole class.)

Your teams will spend many hours outside of the class to develop campaigns. The frequency of meetings increases during the final 30-45 days of the semester. Please be cautious about avoiding commitments that will reduce your ability to work with your team to bring your campaign together in the final stages.

Finally, to streamline our campaign process, each team will join a shared Google Drive folder where reading materials and assignment guidelines will be shared. We will share messages via a Slack discussion board site (you'll have both a site for your team as well as a general course discussion board site. (Note that your grade will still be updated via Blackboard.)

KEYS TO SUCCESS IN CAMPAIGNS

(Note: Thanks to Prof. Yvonne Chen for sharing these excellent points based on her years as an instructor in J640 and for other sections of this syllabus!)

In Campaigns, you will work collaboratively with team members who have different personalities, skills, strengths, and weaknesses. To help get the campaign process started, your team will establish and sign a "ways of working" contract. Here are some key points to help you become successful in Campaigns and make this course an enjoyable experience for you.

Always keep in mind: **You are what you do, not what you say you'll do.**

- **Key 1:** Know thyself by identifying your individual strengths, personality, communication style, and areas for improvement
 - In a team-based environment, you may need to adjust how you work (e.g., your communication style) to facilitate smooth collaboration and contribute meaningfully to a team project.
 - Keep learning and adapting: It will help you thrive in Campaigns and everything else you do.
 - In such an environment, each member will need to *standardize* the writing (e.g., providing a style guide so everyone is on the same page) and organization process (e.g., method of communication and consistent communication channels).

- **Key 2:** Understand each member's roles and responsibilities
 - Each team has an Account Executive, Research Director, Creative Director, PESO channel director(s), and Presentation Director (one person will also serve as Treasurer). Each role is heavily interconnected and dependent upon one another. Don't disappoint yourself and each other.
 - Each member is expected to contribute to each aspect of the campaign, even though it may not be her/his primary responsibilities.
 - A successful campaign is the result of total team effort in which each member contributes more than her/his share.
 - Create and constantly update a to-do list for each member using any management software, for example, could help your team (and Account Executive) manage each person's responsibilities.
- **Key 3:** Creativity, innovation, and diverse viewpoints are expected. You will disagree with each other—and that's just a part of the process. And don't forget to have fun!
- **Key 4:** Be respectful and accountable (e.g., be always on time, never miss a meeting, and contribute meaningfully to a group project).
 - Texting or getting otherwise distracted during team meetings, for example, will leave a bad impression.
 - Not pointing out unsatisfactory performance (e.g., unedited work, incoherent thoughts, etc.) and tolerating bad behaviors (e.g., missing meetings and deadlines without explanations, ghosting, and being unprofessional) will decrease the quality of your campaign.
- **Key 5:** Professional quality is expected; therefore, multiple revisions are essential. If Hemingway could write 47 endings for his masterpiece, *A Farewell to Arms*, well, we (who are not Nobel and Pulitzer prize winners) don't really have any excuse for not re-writing and editing to get it right.
 - Put your ego aside.
 - Visit our Editing Center.
 - Visit the J-Bar or take advantage of J-Tech (Heather) as needed.
 - Typos, offensive language or visuals (disrespectful to our client, sexually suggestive, sexist, racist, homophobic, rude, etc.) are not acceptable and will likely result in a zero.
- **Key 6:** Help each other grow by providing proactive (and constructive) feedback while being respectful. Critiques are expected and are a part of the professional world. But don't forget to praise when someone has done a good job.
 - Any critiques should include suggestions for improvement.
 - Don't take critiques personally. Otherwise, you will not make it in the industry.
- **Key 7:** Communicate openly, honestly, respectfully, regularly and effectively using various communication methods and tools.

- Set a goal for each team meetings in an agenda and strive to accomplish the goal. Having a timeline (e.g., Gantt chart) could help manage a project.
- Face-to-face meetings for updates and progress are always crucial as key messages are not lost in translation. When your team members speak, listen carefully and attentively.
- Using multiple communication methods, such as group text messaging (e.g., Slack) as well as project management software (Toggl, Airtable, Skype, G-Chat, Google products, Dropbox, etc.) will also help your group manage multiple moving pieces.
- **Key 8:** Start early. Keep in mind that good persuasive messages are based on sound strategies, which come from solid research, thinking, and multiple iterations. Good ideas also need time to develop and mature, so *start early!*

Software and skills needed

InDesign, Illustrator, Photoshop, Zoom video and other software skills are required to make your Campaigns design stand out. Take advantage of the [online tutorials and in-person workshops](#) that J-School provides, free of charge.

Course materials fee

There are no books required for purchase in this class. There **will** be a course materials fee due from each student and collected within each team. This fee pays for things like: presentation materials, artwork/graphics, travel to/from Kansas City, refreshments for client presentation, etc. Fee amount will be announced and fees collected in each team during Week 2.

Communications

The University of Kansas email account (@ku.edu) will be used as the primary vehicle for official communications including announcements of any changes in the course schedule or assignments. Email is the best way to reach me out of scheduled office hours. I will typically respond in 24-36 hours from Monday to Friday. Use basic etiquette (e.g., appropriate salutation/title, signature) – I don't want your email to get lost in my inbox, and it's hard to answer your email if I don't know who you are. Read [this](#) on how to email your professor.

Course Assignment Details

Individual Assignments

Myers-Briggs self-assessment (taken online)

Class participation/attendance and professionalism

This category covers class attendance, participation in class discussion, professionalism, and initiatives on class/group collaboration. Regular class attendance and active participation in class projects are essential in this course, as much of campaigns work will happen in class. Also, for this portion of your course grade, I will take into account your contributions to improving or facilitating collaboration among class/group members on campaign projects.

5~8 questions for our client (30)—More instructions to follow

Critique of plansbooks

This assignment is designed to help you become more familiar with the scope of the campaigns process and to further nurture critical and analytical thinking. You will review a past Campaigns plansbook and critique it. Below are some *example* prompts for you to start your critiques. ***Additional reflections welcome! Submit the assignment on Blackboard.***

The issues you should discuss in your critique include, but are not limited to:

- What is the key objective of this campaign?
- To what extent does the campaign meet the objective and speak to the target audiences?
- What are the main strengths and weaknesses of the specified section? How would you evaluate each section?
- How could the team improve their arguments in each section? How might they present the information differently?

Quiz

You will take an online quiz testing your knowledge about our client.

Account Executive (lead) + other members

AE's Weekly Briefing—email submission (80 points)

By midnight of every Friday, each Account Executive will **email** Dr. Tidwell (mtidwell@ku.edu) a weekly briefing (**cc every team member**). The Account Executive will submit weekly briefings this semester.

- Please **include your agency name in your title and weekly briefing number** (e.g., 785 Innovative Communication, Weekly Briefing 1)

- **The briefing should account for the actions of each member of the group.** Each person, including the Account Executive, must be identified by name.
 - The AE will give an estimate of total time spent that week.
 - The AE will provide a detailed description of what each team member accomplished as well as meeting attendance, follow-up on tasks, etc.
 - The briefing should include any significant findings, problems or issues encountered by the group during the week.
 - The briefing is also an opportunity for the group to **ask me any questions** that it may have about the assignment
- Late briefings? See our late assignment policy.

Team work and peer evaluation (part of the class participation/professionalism grade)

Each team will meet to develop a Ways of Working Contract where they will discuss their preferences in terms of how they want to work throughout the semester, including things like:

Review relevant task knowledge
 Participation in team meetings / dealing with absences
 Logistics of team meetings (where, etc.)
 Dependability/follow-through/dealing with disagreements
 Cooperation/relationship/attitude
 Taking initiative
 Facilitating communication

Group Term Assignment

The campaigns project is the most important component of this course. Each team is required to develop a communication campaign on behalf of a real client. This semester's client will be announced in class early during the semester. Each student will be assigned to a team consisting of approximately five to six individuals. Consider your team a professional communications agency and develop mechanisms to effectively manage the group.

There are two major elements to the campaigns project: (i) plansbook and (ii) client presentation, in addition to two small assignments. *More details will be shared.*

Your plans book will be graded in stages.

Plans book

- Executive summary & introduction
- Research section draft
- SWOT analysis
- Planning section draft
- Final plans book (including introduction, executive summary, budget, predictions and evaluations)
- Final client presentation

Other assignments:

- One-pager (campaign strategic plan) for client update meeting

SUMMARY OF ASSIGNMENTS AND EVALUATIONS

Individual Term Project

Myers-Briggs self-assessment completion	20 points
Class participation/Professionalism	100 points
5-8 questions for the client's visit	30 points
Quiz	50 points
Plansbooks critiques	100 points

Account Executive's Weekly Briefing

Account Executives' Weekly Briefing due midnight, every Friday (14 briefings, 5 points each)

70 points

Group Term Project

Team Organization Contract	30 points
One-pager for client update meeting	100 points
Research Section Draft	150 points
SWOT analysis	200 points
Strategic plan recommendations section	250 points
Final plansbook AND presentation	300 points

TOTAL

1400 points

Grading scale:

To calculate your final grade, I will use the following scale:

A = 93-100%
A- = 90-92%
B+ = 87-89%
B = 83-86%
B- = 80-82%
C+ = 77-79%
C = 73-76%
C- = 70-72%
D+ = 67-69%
D = 63-66%
D- = 60-62%
F = 59% or below

My policy is to not round-up grades. Keep in mind that your final grade will depend upon your peer evaluations as part of the professionalism grade as well. The bottom line: I will do everything in my power to ensure that the final grade in this course accurately and fairly reflects the grade that is earned.

My approach to writing and editing

This course is meant to simulate the profession and I will expect professional quality work. I only accept assignments that have been carefully formatted and proofread. If your documents have errors, I will lower the grade. I encourage you to utilize the Bremner Editing Center at Stauffer-Flint. Professional quality is expected; therefore, multiple revisions are essential. If Hemingway could write 47 endings for his masterpiece, *A Farewell to Arms*, well, we (who are not Nobel and Pulitzer prize winners) don't really have any excuse for not re-writing and editing to get it right.

Course Policies

Late work

Each individual and group assignment has a deadline. You are responsible for completing assignments by their deadlines. **Late assignments, unless barring significant intervening circumstances, will be deducted 10% of your grade each day the assignments are late.** If you do not plan to be on campus the day an assignment is due, please submit it in early. If you mail or ask someone else to deliver an assignment, you are still responsible if it does not arrive on time.

Laptop & Cell phone policy

This class prohibits the use of laptop and cell phone, unless it's requested by the instructor for learning purposes (and there will be those occasions). I've found the use of technology during class (e.g., checking your social media updates, shopping, checking wedding photos) is a sign of being disrespectful to the instructor and classmates. All mobile devices, gadgets, etc., including phones, iPods, iPads, etc. must be SILENCED and STORED during all class periods.

Using technology also interferes your learning and contribution in class. Handwriting, according to new scientific evidence, allows you to read more quickly and to remain better at retaining information and generating new ideas. For more details, see *the NY Times* article on "[What's Lost as Handwriting Fades.](#)"

Feedback on your drafts

I am happy to discuss/review your assignments with you before they are due. This, however, does not mean that your revision will necessarily score better. If you choose not to do so, and receive a grade you do not like, you cannot use excuses such as "I didn't know what you expected" and try to argue for a higher grade later.

Absences

Please clear absences (especially for an exam) in advance with the professor (except for medical emergencies) in writing in the form of a memo (e-mail or a hard copy). Excused absences (especially for exams) will be granted only under highly unusual circumstances, such as documented medical emergencies, death of an immediate family member and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do not qualify. Official documents will be required and may be kept by the professor for a certain period of time. In addition, if any of the crucial days this semester (e.g., an exam) is a religious holiday for you and you are not able to attend class, please notify the professor in writing by the end of the third week of this semester. Otherwise your request will not be honored.

Make-up quizzes and exams

If you have an official excuse (e.g., serious illness, participation in official KU events or other emergencies – which do not include weddings, family gatherings or vacations – you will need official documents), a make-up quiz and exam can be arranged in advance.

Grade change

A change in grade is authorized only by the instructor and only under unusual circumstances.

SCHOOL & UNIVERSITY POLICIES

Diversity

The University of Kansas supports an inclusive learning environment in which diversity and individual differences are understood, respected, and appreciated. We believe that all students benefit from training and experiences that will help them to learn, lead, and serve in an increasingly diverse society. All members of our campus community must accept the responsibility to demonstrate civility and respect for the dignity of others. Expressions or actions that disparage a person's or group's race, ethnicity, nationality, culture, gender, gender identity / expression, religion, sexual orientation, age, veteran status, or disability are contrary to the mission of the University. We expect that KU students, faculty, and staff will promote an atmosphere of respect for all members of our KU community.

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

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.

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.

Seeking assistance

You are urged to attend office hours or meet with me by appointment to discuss any questions pertaining to the course, the readings, exams and assignments, or career prospects and opportunities. You should not hesitate to seek continuing assistance throughout the semester.

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact me as soon as possible. Please be aware that the KU Office of Student Access Services coordinates accommodations for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <https://disability.ku.edu/>. Or you can visit the office on the first floor of Strong Hall. The phone number is: 785-864-4064. The email is: achieve@ku.edu. Please contact me privately regarding your needs in this course.

Academic integrity

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 an assignment and/or 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.

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).