

Spring 2016 Syllabus for JOUR 640 Strategic Communication Campaigns

Line No. 52444

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Class Schedule: 2:30 – 3:45 p.m. Tuesdays and Thursdays, 206 Stauffer-Flint Hall

Course Description and Goals - As the final or capstone course in the strategic communication track, JOUR 640 is designed to bring together the concepts and skills learned in earlier classes. This course emphasizes a multi-disciplinary and multi-media approach to problem solving. Students will prepare a strategic communication campaign on behalf of a real client. It will include the production of print, audio and video material for use by the client. These materials, in turn, may be used in student portfolios as examples of professional capabilities. The heart of this class is critical thinking, analysis and problem solving. Another major goal of this course is to instill a professional work ethic. For that reason, students will face expectations similar to those they will face after graduation.

Required Reading

This is no textbook in this course. However, there are reading assignments that can be found in the Assigned Reading folder of the JOUR 640 course Blackboard site, <http://courseware.ku.edu>. You are also invited to take advantage of the resources located on Professor Guth's KU webpage: <http://www.dguth.journalism.ku.edu>.

Grading:^{*}

Mid-term examination	200 points
Campaigns Critique	100 points
Planning Grid	50 points
Group Term Project	
Group Organization Contract	25 points
Research Section Draft	75 points
SWOT analysis	50 points
Planning Section Draft	75 points
Modified SMP	25 points
Final Plan	250 points
Client Presentation	100 points
Weekly briefing #1	25 points
Weekly briefing #2	25 points
TOTAL	1000 points

* Graduate students are required to complete an additional assignment that will constitute an additional 250 points. See Professor Guth for details of that assignment.

The grading scale for this course, as expressed in total points, is as follows: A = 920-1000,

A- = 900-919, B+ = 880-899, B = 840-879, B- = 820-839, C+ = 800-819, C = 760-799, C- = 740-759, D+ = 720-739, D = 680-719, D- = 660-679, and F = 0-659.

It is not my practice to round-up grades except in specific circumstances where special conditions exist that warrant such an action. 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. Unless otherwise noted, all assignments are due at the start of class on the designated date. Grades on individual assignments will be reduced one letter grade for each day they are late. All assignments will be graded for spelling, grammar and clarity.

Assignment Submission Protocols: In an effort to reduce out-of-pocket costs and to provide greater flexibility, all assignments – unless otherwise noted – should be submitted digitally. As a general rule, individual assignments should be posted on Blackboard. Group assignments should be submitted to a password-protected group folder on the J-school server. *Specific instructions will accompany each assignment.*

Test: There will be one examination based on assigned reading and classroom lectures. For that reason, students are advised to keep up with both. It will be worth 200 points, 20 percent of the total semester grade. Because of the time, effort and grading weight associated with the term group project, no final exam is given in this course.

Group Term Project: Each student will be assigned to a group consisting of approximately five to seven individuals. An attempt will be made to assign students to groups where their talents and interests complement one another. Each group will be required to develop a communications strategy on behalf of a real client. This semester's client will be announced in class. At the end of the semester, each group will make a professional presentation to the client and other invited guests that must incorporate both print and electronic media.

Each group is given the latitude to manage its own affairs. Although your professors are willing to provide advice and act as a sounding board for ideas, it is up to each group to choose its own direction. Your professor will meet with groups on a regular basis throughout this process. However, group members (as a whole or individually) may schedule appointments with the professor at the times listed on this syllabus. There is never a penalty for asking questions!

It is vitally important that every member of the group contribute to the total effort. Each student in the group will receive the same grade for group assignments. However, each student will be judged individually on his or her professionalism and group participation. To recognize individual extra effort and to penalize an individual's failure to do one's fair share, grades awarded in connection with the group term project may be subjected to a *performance adjustment* based upon student evaluations and other information deemed appropriate by your professor. When such an adjustment occurs, an individual's grade may rise or fall from the group's base grade. Persons penalized as a result of this evaluation can face more severe grade reductions on subsequent group assignments if their personal performances do not improve. (See "Academic Misconduct" below.) Persons wishing to appeal a performance adjustment must do so in writing within one week of receiving the grade in question.

Academic Misconduct: Article II, Section 6 of the Rules and Regulations of the University Senate: "Academic misconduct by a student shall include, but not be limited to, disruption of classes, giving or receiving unauthorized aid on examinations or in the preparation of notebooks,

themes, reports or other assignments, or knowingly misrepresenting the source of any academic work, falsification of research results, plagiarizing of another's work, violation of regulations or ethical codes for the treatment of human and animal subjects, or otherwise acting dishonestly in research." Sanctions imposed for academic misconduct can include a reduction of grade, disciplinary probation, suspension or expulsion from the university.

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.

School Laboratories -- The School provides computer and broadcast laboratories for student use. For locations, times and reservation information, click on the reservations link on the J-School website, <http://www.journalism.ku.edu>.

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).

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 your professor privately in regard to this course.

JOUR 640

Spring 2016 Class Schedule & Reading Assignments

*All reading materials are available in the Assigned Reading folder of the course Blackboard site
(<https://courseware.ku.edu>).*

(Subject to change)

Date	Topic	Assigned Reading	Assignments Due
January			
T-19	Introduction to Strategic Campaigns	Checkout the course Blackboard site, especially the HSPT tutorial, and the Online Course Packet	
R-21	Introduction to the project. Groups organized.	Weekly Briefing Assignment. Step 1 – Group Contract, Group Survival Tips.	
T-26	Research Strategy	Step 2 – Research Draft. Research Doesn't Have to Put You in the Poorhouse.	Campaigns Critique Assignment Announced.
R-28	Client Briefing		
February			
T-2	Research – Observing and Listening	A Simple Guide to Ethnography. Focus Groups. How to Get More Out of Focus Groups. Communication Audits.	
R-4	Surveys	Survey Research.	
T-9	Public opinion	Measuring Relationships. Axioms of Public Opinion.	
R-11	Analysis	Step 3 – SWOT Analysis. Co-orientation. Issues Management.	Group Organizational Contract due in class.
T-16	Targeting and framing messages	Planning Grid, Strategic Message Planner, Persuasive Approaches, Persuasive Appeals	Planning Grid Assigned
R-18	Campaign critiques discussion		Campaign Critiques due in class
F-19			First weekly briefings due
T-23	Strategic planning	Step 4 – Planning Draft. Seven Flaws in PR Campaigns. Brainstorming Techniques	
R-25	Member Relations	Member Relations, Case Study: “Libraries, Underpants and the First Amendment.”	
F-26			Planning Grid Assignment submitted to Blackboard by midnight
March			
T-1	Community Relations	Community Relations, Case Study: “Teacher on the Trail”	

March (continued)			
R-3	Media planning and budgeting	Budget summary format	
F-4			
T-8	Presentation Skills	Client Presentation. Presentation Tips.	
R-10	Midterm Exam		
T-15	Spring Break		
R-17	Spring Break		
T-22	Marching orders for the remainder of the semester		
R-24	No class		
T-29	Group consultations		
R-31	Group consultations		
April			
T-5	No consultations.		
R-7	No consultations. Meet with client in 206 SF.		
T-12	Group consultations		Modified SMPs due at meeting
R-14	Group consultations		Modified SMPs due at meeting
T-19	Group consultations		
R-21	Group consultations		
F-22	D-Day		Digital plans book and collaterals & digital cameras by 5:00 p.m.
T-26	Group consultations		
R-28	Group consultations		
F-29			Group PowerPoint and digital files due by noon. Final weekly briefings due.
May			
Su-1	Presentation Walk-Throughs. Time and location TBA		
T-3	No class today - Technical Rehearsal, time and location TBA		
W-4	Client Presentation at 7:00 p.m. – Clarkson Gallery (subject to change)		Cost reimbursement forms and receipts due.
F-13	Alternate Presentation Period (1:30-4:00 p.m.)	<i>Note: This is the final exam period set by KU for this class.</i>	