

JOUR 819: Writing for Marketing Communications

Fall, 2018

Thursdays 6:30 – 9 p.m., KU Edwards Campus, 254 Reigner Hall

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Office hours: 5:30 – 6:30 p.m. Thursdays and upon request

Course objectives

- Understand and appreciate the critical role that good writing plays in marketing, specifically, and across an organization more broadly
- Understand the components of good writing across all types of collateral, from posts to presentations
- Increase your ability to critically analyze a piece of writing, allowing you to clearly articulate its purpose, role and power
- Improve your writing. Enhance your storytelling skills. Strengthen your ability to create, explain and defend clear and compelling writing.
- Learn the power of different types of marketing collateral, their purpose, role, strengths and weaknesses
- Improve your ability to tell a story through a presentation

Course format

We will dig deep into the various components of good writing, including a clear purpose, compelling language and a consistent voice. We will take those principles of good writing and apply them to the tactical documents we're all asked to create and deliver, from strategic message plans to social media posts.

You will write weekly. You will be expected to discuss your insights in class. The goal is to flex your critical thinking and ability to synthesize your analysis of writing. Another goal with these assignments is to make you more comfortable writing on a casual level – for yourself and not for others.

You will also be asked to bring in examples – good or bad – that underscore our discussions. This will strengthen your writing radar.

Your grades will score on the following percentage scale:

100 - 92 A

91- 90 A-

89 - 87 B+

86-84 B

83-80 B-

Course grade components

Writing exercises

In class, we will spend time writing – and analyzing writing. These exercises are not graded. Please come to class prepared to write on a laptop.

Writing assignments

How do you improve your writing? By writing. You'll have assignments linked to our class discussions and designed to flex your writing muscle. I may alter the assignments based on what I think best suits this particular class, but I won't do so without discussion and notice. I will e-mail assignments or distribute them in class.

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| One message; two audiences | 50 points |
| SMP | 100 points |
| Blog post | 100 points |
| Email marketing message | 100 points |
| Case study or white paper | 100 points |
| News release or email pitch OR social media calendar | 100 points |
| 60-second video | 100 points |
| 10-slide presentation | 100 points |

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| Writing that works. Writing that makes us work. | 50 points |
| Final portfolio and analysis. | 200 points |
| | 1000 points |

Policies

Attendance

We meet weekly so missing one class can throw you off track. That said, we're all adults and working professionals so business trips may come up. Odds are, you know about these well in advance, so let me know if that's the case. If you think you'll have to miss two or more classes, let's chat.

Weapons Policy

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.

Inclement Weather

The University – not your instructor – reserves the right to cancel or delay classes. KU sends text alerts when classes are canceled. To determine whether weather conditions have altered class times, call the KU snow line: (785) 864-7669 (785-864-SNOW).

Students with Disabilities

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact your lab instructor as soon as possible. Please be aware that the Student Access Services 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 this office, please do so as soon as possible. Please also contact your lab instructor privately in regard to this course. Additional information can be found at <http://access.ku.edu>

Policy on Plagiarism and Fabrication/Falsification

School of Journalism policy — Adopted 5/7/04

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.

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."

Copying or Recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's intellectual property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audiotape lectures on the condition that these audiotapes 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.

