

JOUR 640: Strategic Campaigns

Spring 2020

Tuesday & Thursday, 9:30-10:45 am
Stauffer-Flint Hall, Room 206

Instructor: Nancy (Stoetzer) Mays
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Office hours: by appointment

Welcome

Welcome to Campaigns! This is your last Strategic Communication track course — and perhaps the most defining. In this class, you will work closely with a team to help solve our client's communication and marketing issues. This course brings together the concepts and hands-on skills you learned in earlier classes. You will go through the strategic planning process (research, strategies, executions, and presentation) in only 15 weeks and present to the client.

Be prepared for the most gratifying experience in your undergraduate career. You will be challenged to create an original campaign. You will learn to put the client's needs above yours. You will sharpen your thought process. You will learn to justify every decision you make — and to always be prepared to answer my never-ending questions. You will hold yourself and other teammates accountable. Most importantly, you will learn things about yourself that you may not have known before.

I am excited to embark on this journey with you and hope you are too! Finally, we live in a multicultural world — and the field of strategic communication reflects that. This classroom is a place where you will be treated with respect as a human being — regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, gender identity, political beliefs, age, or ability. I also appreciate and encourage diversity of thought, provided you can agree to disagree. It is my expectation that ALL students experience this classroom as a safe environment.

COURSE OBJECTIVES: WHAT WILL YOU LEARN?

- 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 the client's marketing objectives based on critical analysis and evaluation of research findings and strategic message planning;
- To identify measures to evaluate campaign effectiveness once it is implemented;
- 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 constructive feedback through team collaborations and peer evaluations.

COURSE STRUCTURE & CAMPAIGN STAGES

Given that you are an expert in all things related to strategic communication, we won't have extensive lectures in this course. Instead, **we will have discussions and group consultations.** (If, however, there are some concepts related to research methods and executions with which you are struggling, I will make necessary changes to the syllabus and conduct an overview with the whole class.)

Your teams will spend approximately 200 hours outside of the class to develop your campaigns. The frequency of meetings increases during the final month of the semester. Please be cautious about scheduling 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 group will join a shared Google Drive where research, planning and feedback will be shared.**

KEYS TO SUCCESS IN CAMPAIGNS

In Campaigns, you will work collaboratively with team members who have different personalities, skills, strengths and weaknesses. Here are some key points to help you become successful in Campaigns and make this course an enjoyable experience for you.

- **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.
 - Keep learning and adapting: It will help you thrive in Campaigns and everything else you do.
- **Key 2:** Understand each member's roles and responsibilities
 - 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 to 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).
 - 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.
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- **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. Expect, in the words of writer Anne Lamott, to produce a "shitty first draft."

- Put your ego aside
- Visit our Editing Center
- Typos, offensive language or visuals 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. This is a good lesson in the working world. You do not bring your boss problems. You bring her solutions.
 - 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 could help manage a project.
 - Face-to-face meetings for updates and progress are always crucial so key messages are not lost in translation. When your team members speak, listen carefully and attentively.

- **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 SKILLS NEEDED

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

COMMUNICATIONS

Your KU email account will be used 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 hours.

COURSE REQUIREMENTS & ASSIGNMENTS

Class attendance + Professionalism (200 points)

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.

Each team evaluates one another based on your group contract criteria as well as the categories below:

- Relevant task knowledge

- Contribution of quality ideas
- Participation in team meetings
- Dependability/follow-through
- Cooperation/relationship/attitude
- Taking initiative
- Facilitating communication

Critique of Plans Books (120 points)

This assignment is designed to help you become more familiar with the scope of the campaigns process and to further nurture critical thinking. As a team, you will compare and contrast various sections of sample Plans Books. A designated member of your team will write a two-page, single spaced critique that will be submitted via email (as noted on group contract).

Weekly briefings (60 points)

By midnight of every Friday, a designated team member (as noted on the group contract) will **email** Professor Mays a weekly briefing (**cc every team member**). Each team member will be required to submit two of these briefings. For the Spring 2020 semester, the first weekly briefing will be due Friday, Feb. 7 and last weekly briefing is due Friday, May 3 . No weekly briefings should be scheduled for Friday, March 13 (Spring Break).

The briefing should account for the actions of each member of the group. Each briefing should include:

- Time each team member spent on the project that week.
- A detailed description of what each team member accomplished as well as meeting attendance, follow-up on tasks, etc.
- 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

Group Term Project

The campaigns project is the most important component of this course. Each group 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 group consisting of approximately five to six individuals. Consider your group a professional communications agency and develop mechanisms to effectively manage the group.

Your plans book will be graded in stages.

Plans Book:

- Step 2: Executive summary & introduction
- Step 3: Research section draft
- Step 4: SWOT analysis
- Step 5: Planning section draft
- Final plans book (including introduction, executive summary, budget, predictions and evaluations)

- Final client presentation

SUMMARY OF ASSIGNMENTS AND EVALUATIONS

Weekly Briefing (12 briefings, 10 points each)	120 points
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Plans Book Critiques (4 critiques, 30 points each)	120 points
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Plans Book

Step 1: Group Organization Contract	20 points
Step 2: Research Section Draft	100 points
Step 3: SWOT analysis	40 points
Step 4: Planning Section Draft	100 points
Steps 5 – 7: Predictions, Budget, Intro/Exec Summary.	50 points
Final Plans Book (including Introduction, Predictions, Budget, Introduction/Executive Summary)	200 points
Final Presentation	100 points

Personal Evaluations

Class attendance/Professionalism	200 points
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TOTAL	1000 points
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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

Keep in mind that your final grade will depend upon your peer evaluations 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.

COURSE POLICIES

Late work

Each individual and group assignment has a deadline. You are responsible for completing assignments by their deadlines. **Late assignments 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 early. If you 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. 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.

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 discuss assignments 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 in advance (except for medical emergencies) in writing in the form of a memo (e-mail or a hard copy). If any of the crucial days this semester is a religious holiday for you and you are not able to attend class, please notify the professor in writing.

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.

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.**

The KU weapons policy specifies 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.

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).

COURSE SCHEDULE

	Topic	Required readings/Assignments Due
Week 1		
T. 1/21	Introduction Review syllabus and discuss strategic campaigns project. Administrative matters: Individual introduction + Group organization	<ul style="list-style-type: none"> Take Myers-Briggs Survey and read about your type. Come to class prepared to discuss your type; how do you see that manifest itself in your work? https://www.16personalities.com/free-personality-test.
Th. 1/23	Project groups announced Share Myers-Briggs results Step 1: Group contract	<ul style="list-style-type: none"> Submit a hardcopy of the syllabus agreement form & student consent form—sharing course work
Week 2		
T. 1/28	Preparing for client visit Review client briefing document Assignment: Prepare questions for client briefing.	<ul style="list-style-type: none"> Step 1: Group contract due in class (A hardcopy with signatures is required.)
Th. 1/30	Client briefing, Be prepared to ask questions Assignment (Group): Critique of Plans Book situation analysis & secondary research	
Week 3		
T. 2/4	Step 2a: Research: Situation analysis/secondary research (Due Feb. 20)	Due: Situation Analysis & Secondary Research critique (Bring hard copy to class) Weekly briefing due Friday (Email)
Th. 2/6	Work day on secondary research Assignment (Group): Critique of Plans Book primary research	
Week 4		
T. 2/11	Work Day	

Th. 2/13	Step 2b: Research: Primary research (Due March 19)	Plans Book Primary Research critique, (bring hard copy to class) Weekly briefing Friday (Email)
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Week 5

T. 2/18	Group consultation	
Th. 2/20	Group consultation	Step 2: Situation Analysis and Secondary Research section draft due Friday Weekly briefing due Friday (Email)

Week 6

T. 2/25	Work Day on Primary Research	
Th. 2/27	Step 3: SWOT Discuss SWOT analysis (Due March 19)	Weekly briefing due Friday (Email)

Week 7

T. 3/3	Group consultation	
Th. 3/5	Group consultation	Weekly briefing due Friday (Email)

Week 8 SPRING BREAK

Week 9

T. 3/17	Review Summary of Key Findings Assignment (group): Critique of Plans Book planning	
Th. 3/19	Step 4: Planning Writing good strategies (Strategy pitch Due March 26/Strategy due April 9)	Planning critique (bring hard copy to class) Steps 2 and 3: Primary research & summary of key findings; SWOT analysis due Friday Weekly briefing due Friday (Email)

Week 10

T. 3/24	Group consultation Assignment: Collateral plan	
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Th. 3/26	Group consultation	Strategy pitch for client (no tactics yet) due Friday Weekly briefing due Friday (Email)
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Week 11

T. 3/31	Client mid-term update (9-11 am). Each group will have 15 minutes to present strategies. Assignment: Critique Plans Book executive summary, predictions, budget sections and design Steps 5 – 7: Executive summary, predictions, budget sections and design	
Th. 4/2	Work Day on Strategies	Plans Book critique due. Weekly briefing due Friday (Email)

Week 12

T. 4/7	Group consultation	
Th. 4/9	Group consultation	Step 4 (group): Planning section (<i>goals, objectives and strategies and tactics</i>), due Friday Weekly briefing due Friday (Email)

Week 13

T. 4/14	Group consultation	
Th. 4/16	Group consultation	Steps 5 – 7: Executive summary, predictions, budget sections and design Weekly briefing due Friday (Email)

Week 14

T. 4/21	Group consultation	
Th. 4/23	Group consultation	Draft Presentation file due Friday Weekly briefing due Friday (Email)

Week 15

T. 4/28	Campaigns rehearsals	
Th. 4/30	Campaigns rehearsals	Weekly briefing due Friday (Email)

Week 16

Th. 5/7	Final Plans Book due	
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Week 17

TBD	Campaigns Final Presentation	Bring hard copies of Plans Book for client	
		Digital plans book, collaterals and presentation files due	

SYLLABUS AGREEMENT FORM

I acknowledge that I have received and reviewed the course syllabus for

Jour 640, Spring, 2020

My class meets on Tuesday and Thursday from 9:30-10:45 in room SF 206.

I have read the syllabus (either in paper or online), and I understand the classroom policies, instructor's expectations, and policies/rules as stated in the syllabus for this course.

If I have any questions or concerns, I will contact the instructor for further explanation.

I understand that I am responsible to complete all homework assignments, quizzes/in-class assignments, and written projects by the due dates as outlined in the syllabus.

I agree to be prepared for and attend class each day and on each scheduled test day.

PRINT NAME _____

SIGNED _____ DATE _____

Student Consent Form – Sharing Course Work

I randomly select several students whose work is copied and included in an archive of student work that I keep for this course. That archive is important to my continued reflection on how well students are learning in my courses. In addition, I may develop a course portfolio in which I write about the quality of student performance that is generated in the course. These examples are a very important piece of my work that I show to other professors to indicate how much and how deeply students are learning. Once a course portfolio is completed, it can also be made available to a wider audience of professors on a public web site on teaching and learning in higher education (www.cte.ku.edu/portfolios).

This form requests your consent to have your work possibly included in discussions of understanding for future students and in any versions of my writing about teaching in a portfolio, at a conference, or in a publication. There is only a small chance your work would be randomly included in my private archive for any assignment, but I ask all students for their permission should that be the case. Note that you have the choice to have your work be anonymous or have your name be part of the work.

Please check the following designated purposes (if any) to which you give your consent:

_____ I am willing to have copies of my coursework available so later students can use it.

_____ I am willing to have copies of my coursework included in my professor's course portfolio.

_____ I am willing to have copies of my coursework included in public presentations or publications.

Please check one of the following:

_____ I wish to have my name remain on any work that is used.

_____ I wish to have my name removed on any work that is used.

Additional restrictions on the use of my texts (please specify):

Print Name _____ Date _____

Phone Number () _____ Email _____

Course Title _____ Professor _____

By signing below you give your permission that work you produce for this course may be used with the restrictions and for the purposes you indicated above. You understand that your grade is *NOT* connected in any way to your participation in this project, and I will not receive the list of students who have given permission to have their work shared until after I have turned in the grades for the course. Your anonymity will be maintained unless you designate otherwise. Finally, you understand that you are *free to withdraw consent at any time*, now or in the future, *without being penalized*.

Signature _____

Please address questions to: Professor Nancy Mays, School of Journalism, 913.568.3605, nancykmays@ku.edu.