

# Fall 2009 Syllabus for JOUR 676

## Strategic Communications Campaigns

Associate Professor David W. Guth  
Telephone: (785) 864-0683  
Office hours: 11:00-12:00 TR  
and by appointment

Office: 2056 Dole Humanities Center  
e-mail: dguth@ku.edu  
Twitter: DWGuth  
Facebook: www.facebook.com/dguth

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

**Course Description and Goals** - As the final or capstone course in the strategic communications track, it 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 communications campaign on behalf of a real client. This program 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. Another aspect of this class will focus on real-world case studies. This will afford students an opportunity to learn from the lessons of others and apply them for their own use. A 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

*Adventures in Public Relations: Case Studies and Critical Thinking*. David W. Guth and Charles Marsh. Allyn & Bacon. Boston. 2005. ISBN: 0-205-40570-3. There is an online JOUR 676 course packet located at <http://people.ku.edu/~dguth> . (Click on JOUR 676 at Professor Guth's home page.) Links to assigned readings may be found on this site. You may also find links and downloadable documents on this course's Blackboard site, <http://courseware.ku.edu>.

### Grading:\*

Mid-term examination	150 points
RECAP Case Brief #1	100 points
RECAP Case Brief #2	100 points
Group Term Project	
Group Organization Contract	50 points
Research Section Draft	75 points
SWOT analysis	50 points
Planning Section Draft	75 points
Final Plan	250 points
Client Presentation	100 points
Weekly briefing #1	25 points
<u>Weekly briefing #2</u>	<u>25 points</u>
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. You may not submit assignments by e-mail or fax unless prior arrangements have been made with Professors Benson and Guth.

**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 150 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.

**RECAP Case Briefs:** Each student will be required to complete an analysis of two case studies using the RECAP format prescribed in their textbook. Professor Guth will assign the first case study. Students will be permitted to choose their second case study from a predetermined list. Specific instructions for this assignment will be announced in class.

**Human Subjects Protections Training:** Students, faculty and staff engaged in research involving human subjects are required to undergo Human Subjects Protections Training. A link on this course's Blackboard site takes you to an online tutorial that you are required to complete. At the conclusion of the HSPT tutorial, you are required to complete an online application for certification that you completed the tutorial. Upon completion of the application, you will reach a page that says "Certificate of Completion (Human Subjects Research)." Please print this page and present it to Professor Guth as proof of your completion of the assignment. Students failing to complete the tutorial by Friday, September 4, may be subject to a penalty.

**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. The computer lab in 105 Stauffer-Flint will be open the following hours during the fall semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-serve basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-serve basis through Outlook Web Access, [www.mail.ku.edu](http://www.mail.ku.edu). Instructions are available on the J-School Web site, [www.journalism.ku.edu](http://www.journalism.ku.edu). (Look under the “reservations” link on the right side of the page.) Students can sign up for camera equipment no more than three hours at a time and for editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester. There are adequate laboratory resources available for students who complete their assignments in a timely manner.

**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 676 Fall 2009 Class Schedule & Reading Assignments (GM-Guth & Marsh; OL-Online)

(Subject to change)

Date	Topic	Assigned Reading	Assignments Due
<b>August</b>			
R-20	Introduction to Strategic Campaigns	Checkout the course Blackboard site, especially the HSPT tutorial.	
T-25	Introduction to the project. Groups organized.	OL-Weekly Briefing Assignment. Step 1 – Group Contract, Group Survival Tips, Brand Solutions Inc. (Branding)	
R-27	Research	OL-Client Briefing, Step 2 – Research Draft, Lindenmann (Research Doesn't Have to Put You in the Poorhouse); GM-Act File #4 (pp 82-83)	
<b>September</b>			
T-1	Client Presentation		
R-3	Research	OL-Focus Groups, Silverman (How to Get Beneath the Surface in Focus Groups), Survey Research; GM-Act File #3 – Communication Audit (pp 54-55)	
F-4			Group Organizational Contract Due. HSPT certificate deadline.
T-8	Introduction to case study analysis	GM-Chapters 1 and 2	
R-10	Guest, Richard Smalley, tourism and marketing manager, Kansas Division of Travel and Tourism		
T-15	SWOT analysis and Force Field Analysis	OL-Step 3 - SWOT Analysis; GM-Act File #9 – SWOT Analysis (pp 213-214), Act File #12 (pp 292-293)	
R-17	Guest: Mike Swenson, chief marketing officer and EVP, Barkley		
T-22	Employee relations	OL- RECAP Assignment; GM-Chapter 3 (pp 31-38), Case 3.3 (pp 49-53)	
R-24	Targeting and framing messages	GM-Act File #1 – Platonic Dialectic (pp 13-14), Act File #2 – The Planning Grid (pp 27-29), ACT File #8 (pp 188-190)	
T-29	Member relations	GM-Chapter 4 (pp 57-65), Case 4.3 (pp 77-81)	

<b>October</b>			
R-1	Strategic planning	OL-Step 4 – Planning Draft, Brainstorming Tips	
T-6	Investor relations	GM-Chapter 5 (pp 85-93), Case 5.3 (pp 103-108)	RECAP #1 due
R-8	Media planning and budgeting	Professor Jimmy Gentry. OL-Budget summary format. GM-ACT File #6 – Advertising Value Equivalency.	
T-13	Media relations	GM-Chapter 6 (pp 113-121), Case 6.2 (pp 127-132)	
R-15	<b>Fall Break</b>		
T-20	Presentation skills	OL-Step 6-Client Presentation. Presentation Tips	
R-22	Community relations	GM-Chapter 7 (pp 139-146), Case 7.2 (pp 151-156)	
T-27	Midterm exam		
R-29	Moving day	OL-Step 5-Final Plan	RECAP #2 due
<b>November</b>			
T-3	Group consultations		
R-5	Group consultations		
T-10	Group consultations		
R-12	Group consultations		
T-17	Group consultations		
R-19	Group consultations		
T-24	No consultations		Final plans book, collaterals and previously graded drafts due by 5:00 p.m. at 200 Stauffer-Flint Hall
R-26	<b>Thanksgiving Break</b>		
<b>December</b>			
T-1	Group consultations		
R-3	Group consultations		
F-4			PowerPoint due 5:00 p.m.
Sun-6	Presentation read-through. Time and location: TBD.		
M-7	Technical rehearsals – Big 12 Room, Kansas Union. Time: TBD.		
T-8	<b>Client Presentation, 7:00 p.m., Big 12 Room, Kansas Union.</b>		
R-10	Final class. Course evaluations.		Final confidential evaluations and cost reimbursement forms and receipts due.