

**SYLLABUS – JOUR 260 M/W 9:30-10:45, Ritchie 164**  
**Dr. J S Rose, [jsrose@ku.edu](mailto:jsrose@ku.edu), Stauffer-Flint 201-203, 785-864-8019**  
**Office Hours: T/Th 11-1 & By Appointment**  
**Assistant: Aubrey Goscha, [aubreygoscha@ku.edu](mailto:aubreygoscha@ku.edu)**

**Overview:** This course focuses on strategic, critical, and creative thinking in brand, marketing & corporate strategic communications. It is an introduction to the opportunities, culture, work & roles of real world strategic brand, marketing and messaging opportunities and careers.

**Course Goal:** Acquire insight, tools and skills relevant to strategic communications careers. Experience & develop skills and talents across multiple ‘real world’ challenges and pitches.

**Books – Required:** (Also available at Watson Library on 2-hour reserve)

1. *Ogilvy on Advertising*, David Ogilvy (New York, New York: Vintage, 1985).
2. **SELECT ONE:** *Predictably Irrational: The Hidden Forces That Shape Our Decisions*, Dan Ariely (New York, New York: Harper Collins, 2008). OR: *INFLUENCE: The Psychology of Persuasion*, Robert B. Cialdini (New York: Harper Collins, 2006/Rev).
3. *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads*. Luke Sullivan & Edward Boches (Wiley, 2016, Fifth edition).

**Books – Recommended:** *Made to Stick: Why Some Ideas Survive and Others Die*, Chip Heath & Dan Heath (2007); *Thinking Fast and Slow*, Daniel Kahneman (2011); *The Art of Client Service: 58 Things Every Advertising and Marketing Professional Should Know*, Robert Solomon (2011 & 2016, rev); *How to Speak Money: What the Money People Say and What It Really Means*, John Lanchester (2014); *The 7 Habits of Highly Effective People*, Stephen Covey (1989, 1999, et al)  
**Additional Books & Resources: Available upon request**

**Mon, Aug 20: WELCOME & INTRODUCTION**

**PART I: THE BUSINESS:** *This section provides an overview to the business, including the thinking, work, challenges, and roles.*

**Read: *Ogilvy, Chapters 1 – 6 (pgs 7 - 70) & Chapter 14-16 (pgs 155 - 172)***  
**\* *Response Paper #1: 3+ pgs. Due Monday, Aug 27, in class.***

**Wed, Aug 22:** The Business & Opportunities

**Mon, Aug 27:** What makes this business so [Interesting? Challenging? Fun?]?

**Wed, Aug 29:** Roles & career opportunities in strategic communications agencies.

**\* MONDAY, SEPT 3: LABOR DAY HOLIDAY, NO CLASS \***

**Note: After Labor Day, we will meet in the FORUM in the School of Architecture & Design Class returns to Ritchie 164 after Fall Break – October 17.**

**PART 2: FOUNDATIONS OF STRATEGY: INSIGHTS, STRATEGY & THE BRIEF:**

*This section explores how research and insights provide context and direction for messaging strategy & ideas. The section also provides exposure to creating a strategic brief.*

**Read: Ariely and/or Cialdini. Response Paper #2: 3+ pgs, Due in class Sept 10.**

**Wed, Sept 5:** What are insights and why do they matter?

**Monday, Sept 10:** How to approach a client opportunity or challenge. **\*Response Paper #2 due.**

**Wednesday, Sept 12:** Creating an insights plan. Where to look for research for insights.

**Monday, Sept 17:** Insights – Examples & Team work in class. +Template for team presentations.

**Wednesday, Sept 19:** Insights – Examples & Team work in class.

**Monday, Sept 24:** Public Relations & Corporate Communications – Guest Speaker

**Wednesday, Sept 26:** Media Strategy: Paid, Earned & Owned

**Monday, October 1:** TRENDS & INSIGHTS - TEAM PRESENTATIONS

**Wednesday, October 3:** TRENDS & INSIGHTS - TEAM PRESENTATIONS

**Monday, October 8:** Strategic Briefs – What do Planners do?

**Wednesday, October 10:** The Brief – How to write a brief.

**\* FALL BREAK, OCTOBER 13-16 \* \*\*Note: We return to Ritchie 164 after Fall Break.**

**PART 3: IDEATION & CREATIVE Note: Response papers: 2+ pgs**

*This section is structured as a series of strategic ideation and creative workshops. Students work in their ‘agency’ teams on quick-turn challenges. We read Hey Whipple, Squeeze This to provide examples and approaches to creative production including copywriting and visual ideas.*

**Wednesday, October 17:** READ: Sullivan, Chapters 1&2 “A Brief History of Why Everybody Hates Advertising” & “The Creative Process.” **Response Paper #3.**

**Monday, October 22:** READ: Sullivan, Chapter 3 &4, “Ready! Fire! Aim!” & “The Sudden Cessation of Stupidity.” **Response Paper #4**

**Wednesday, October 24:** READ: Sullivan, Chapter 5 & 6, “Write When You Get Work,” “The Virtues of Stupidity.” **Response Paper #5.**

**Monday, October 29:** READ: Sullivan, Chapter 7 & 8: “Stupid, Rong, Naughty & Viral” & “Why is the Bad Guy Always More Interesting? Storytelling, conflict and platforms.” **Response Paper #6.**

**Wednesday, October 31:** READ: Chapters 9 & 10: Sullivan, “Zen and the Art of Taste-Puft.” & “Digital Isn’t a Medium, It’s a Way of Life.” **Response Paper #7.**

**Monday, November 5:** Workshop. READ: Sullivan, Chapter 11 & 12: “Change the Mindset, Change the Brief, Change the Team” & “Why Pay for Attention When You Can Earn It?” **Response Paper #8.**

**Wednesday, November 7:** READ: Sullivan, Chapters 13 & 14, “Social media is the New Creative Playground,” and “How Customers Become Customers in the Digital Age.”

**Monday, November 12: THE ASK, PITCHES, PRESENTATIONS & TEMPLATE.**

**Wednesday, November 14: THE ASK, PITCHES & FINAL CHALLENGE.**

- **THANKSGIVING BREAK – NO CLASS, MONDAY, NOVEMBER 19 \***

**PART 4: CLIENTS, PITCHES & FINAL CHALLENGE (30% of grade)**

*This section concludes the course. Students work in teams to develop a client pitch to solve a strategic messaging challenge.*

**Monday, November 26:** Work in teams in class – Final Challenge.

**Wednesday, November 28:** Work in teams in class – Final Challenge

**Monday, December 3:** Work in teams & Consultations – Final Challenge

**Wednesday, December 5:** Work in teams & Consultations – Final Challenge

**FINAL: TEAM PRESENTATIONS – WITH JUDGES: FRIDAY, DEC. 14, 7:30-10 AM**

*Note: Materials produced in connection with this program are considered “work for hire” and become the intellectual property of your client upon submission.*

**GRADING:**

**8 RESPONSE PAPERS & WORKSHOPS – 40% of grade. For points only.**

**INSIGHTS PRESENTATION – 20% of grade.**

**FINAL CHALLENGE - 30% of grade.**

**CLASS PARTICIPATION, ATTENDANCE & PROFESSIONALISM – 10%**

**J260 Class Policies & Tips:**

- Bring paper & pen/pencil to class. Take notes on paper. Also to share ideas and work.
- Much of this class happens in class – Be present. Sign attendance sheet each class.
- Read the assignment prior to coming to class. Write the response paper, due in class, on paper.
- More than 3 unexcused absences may lower final grade by one letter grade or more.
- No cell phones, no laptops – unless specified.
- **Syllabus subject to change during semester**

**J-SCHOOL TECHNOLOGY: WORKSHOPS, TRAINING & ASSISTANCE**

JSchoolTech provides technical training through workshops, small-group training and online tutorials. We offer support for class assignments, as well as opportunities to apply learning in new ways. View and sign up for events at <https://halawrenz.myportfolio.com/2018-workshops>

**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.

**Financial Aid Policy**

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.

**Misconduct**

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

**Policy on Plagiarism and Fabrication/Falsification**

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 the 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 the 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.

**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 me privately in regard to this course.

**Copying or Recording**

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

**Weapons Policy – KU** 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](#)**

([concealandcarry.ku.edu/information](http://concealandcarry.ku.edu/information)) and [KU weapons policy](http://policy.ku.edu/provost/weapons-on-campus) (policy.ku.edu/provost/weapons-on-campus.) 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 uncocked position
- Must have the safety on, and have no round in the chamber.

Additional information regarding Lab classes, Tests and Quizzes, Performance Classes / Athletic training / recreation classes / other; Field Trips; and the Ambler Recreation Center at KU weapons policy link above

**Lab classes:** This course takes place in spaces that will require students to leave belongings such as backpacks and purses away and unattended for the duration of class time. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns. 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.

**Tests and Quizzes:** Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed in specified locations during exams and quizzes, and as such those items will not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns. 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.

**Performance classes / Athletic training / recreation classes / other:** This course requires interactive movement, clothing changes, and/or physical contact with others that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun must review and plan each day accordingly and transfer their handgun to a secured device in their vehicle or their residence before arriving to class. The university does not provide appropriate secured storage for concealed handguns or any other weapons.

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.

**Field Trips A (unattended backpacks):** This activity will require students to leave belongings such as backpacks and purses away and unattended for prolonged periods. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are

responsible for making alternate arrangements as necessary. Many field trip locations do not provide appropriate secured storage for handguns. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for handguns. Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

**Field Trips B (visit to restricted areas, unattended backpacks):** This activity will require students to visit areas where a variety of self-defense weapons may be legally restricted. Students will also be expected to leave belongings such as backpacks and purses away and unattended for prolonged periods. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun or other means of self-defense should plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for concealed handguns or any other weapons. Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

**Field Trips C (unattended backpacks, out-of-state travel):** In addition to traveling out of state, this activity will require students to leave belongings such as backpacks and purses away and unattended for prolonged periods. Students who choose to carry a concealed handgun are responsible for knowing and following all related laws and restrictions of the ultimate destination as well as points in between. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. Activities may also include strenuous physical movement that may reveal the presence of a concealed handgun. Plan accordingly prior to beginning this activity. The university does not provide appropriate secured storage for handguns. Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

**Ambler Rec Center Lockers:** The recreation center lockers are not approved secured storage for handguns. Individuals who choose to carry a concealed handgun must plan their day accordingly and transfer their handgun to an approved secured storage device in their vehicle or their residence before arriving to use these lockers.

**Studio / Workshop / Study Areas / General Use Lockers:** These lockers are not approved secured storage for handguns. Individuals who choose to carry a concealed handgun must plan their day accordingly and transfer their Nothandgun to an approved secured storage device in their vehicle or residence before arriving to use these lockers.