

Dr. June H. Smith

Professor of Communication

Class hours:

MW: 3-4:15 (Comm/MM 4335) & 5-6:15 p.m. (CMMT 4301)

TR: 4 – 5:15 p.m. (Comm 4336)

TU: 6-8:45 pm (Comm 6302)

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Office Hours:

MW 10:30-11:30 am & 1:30-2:30 pm

TR: 11-noon & 1:30-3

& by appointment

Policy & Syllabus for Comm/MM 4335: Ad/PR Campaigns & Cases

3-4:14 p.m. TuTh in LC 304

Class Philosophy Statement:

In this class you will learn methods for preparing and proposing an advertising and public relations campaign for a real client. Your text is a casebook for public relations cases, and I will supplement advertising cases in lecture and assigned readings.

Comm/MM 4335 is an ASU-designated Community Engaged class. Therefore, we'll have community clients we will be working with this semester on your final project. There are several additional forms we need signed for enrollment in the class that you don't normally have. And, the class requires you to work in teams and alone on projects for the community partners. From the *ASU Community Partnership Handbook*, concerning service learning classes, p. 6: "**Service-learning:** a course-based, credit-bearing, educational experience in which students: a) participate in an organized service activity that meets identified community needs and b) reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced social responsibility. Service-learning projects are usually a component of a course, not the entire course, as is the case for an internship."

Student Learning Objectives:

SOCIAL RESPONSIBILITY: is the broad student learning goal for *CONNECT!* It is to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national and global communities.

Student Learning Objectives:

In this course you will:

- Learning to apply course material in Advertising & PR (IDEA #3)
- Developing skills, competencies, and points of view needed by ad/pr specialists (IDEA #4)
- Developing creative capacities (writing, designing, presentation) (IDEA #6)

Communication BA Learning Goals assessed. Students enrolled for communication credit will have an assessment grade as data for these two program assessments:

- Demonstrate skills in multimedia presentation and design skills in advertising and web page layout
- Demonstrate skills in generation and production of advertising and public relations programming.

Required Textbooks:

- Blakeman, Robyn. 2008. *The bare bones intro to integrated marketing communication*. Lanham, MD: Rowman & Littlefield.
- Guth, D.W., and C. Marsh. 2012. *Public relations: A values-driven approach*, 5th Ed. Boston: Allyn & Bacon.

Attendance/Participation: Attendance is required in this course. You are expected to attend every class session or meeting with your community client. You are allowed two absences without penalty on lecture days only, and any lecture day absences beyond the two will result in 2 points deducted from your final grade for each absence. We will do group work for your project, and an absence on your part harms the group. If you are absent on a group day, 2 points will be deducted from your final grade for each absence on a group work day. Regardless of attendance, you are responsible for class notes, handouts and deadlines. As is respectful to those who meet class deadlines, I very rarely schedule make-ups. If there is some documentable emergency because of which you

have missed an assignment, we can talk about the possibility, otherwise, if you are absent when assigned to present or take a test, you will receive a zero for that assignment grade.

Grading System: Your grade is based upon these assignments:

- Midterm & Final Exam (averaged together) = 35%
- Case discussions (group work) & presentations = 15% (written work 10%, presentations 5%)
- Final Ad/PR Case Presentation = 10%
- Final Ad/PR Case Document = 30%
- Client grade of student participation = 10%
- Reading quiz final grade bonus points (90-100 ave. =+5; 80-89 ave. =+3; 70-79 ave. =+1) on Final grade average
- Participation in CMM research studies (1 study participation = 1 point added to the final grade average; 2 studies participation = 2 points added to the final grade average.)

Other University Policies

Honor Code Policy: Violations of academic integrity are *very serious* matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the *student's own work and must be work completed for that particular class and assignment*. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be *very clear* about attribution of sources and you must know *how* to cite sources in a paper. Please see the full Honor Code Policy at <http://www.angelo.edu/content/files/17358-university-honor-code>.

Academic Disability Statement: Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. If you need disability accommodations in this class, please see me as soon as possible. For more information, please email Nolen.Mears@angelo.edu, or call 942-2191, ask for Nolen Mears, Assoc. Dean of Student Life.

Academic Advising: We require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, faculty advisor, and the department chair. Communication & Mass Media majors who have questions about advising or declaring a major in the department, can call 468-6788. Undeclared majors are supported by ASU's Center for Academic Excellence located in Library A312, and can be reached at 942-2710.

Grade Appeal Process. As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see the Student Handbook at: <http://www.angelo.edu/content/files/17187-20122013-student-handbook-for-web>

From the *ASU Community Partnership Handbook*, p. 7:

E. Expectations for Faculty/Staff, Community Partners, and Students

Below are some of the broad expectations for the stakeholders. Specifics will be developed for each individual partnership.

Faculty/Staff:

- Uphold the values of Angelo State University
- Inform the community partner of the goals and objectives of the course/activity
- Collaborate with the Center for Community Engagement and the community partner to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with community partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Present and explain the student learning component and its relation to the course/activity
- Maintain professional and regular communication and interact with the community partner
- Document and report student learning in a digital format

Community Partners:

- Conduct an on-site orientation; provide the agency's mission, goals, and needs specific to the partnership
- Collaborate with faculty/staff partner and Center for Community Engagement to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with faculty/staff partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Communicate with faculty/staff partner regarding student expectations, agency policies and regulations; provide training where needed
- Communicate any issues or problems with faculty/staff partner or the Center for Community Engagement
- Assist in the evaluation of student learning and the overall program

Students:

- Uphold the values of Angelo State University
- Be open to the community-engagement component in the course
- Secure appropriate liability insurance, when necessary
- Obey the policies and regulations of the community partner
- Be respectful of the community partner, agency staff, and their clientele, which includes exhibiting professional behavior and appearance
- Be prompt and respectful of the community partner's time and effort
- Communicate any issues or problems with your faculty/staff supervisor
- Be prepared to learn something new and apply previous learning
- Enjoy the opportunity

Our community engagement partners for this class will be chosen from the following:

- **Sherie Antle** at Pregnancy Help Center of Concho Valley: sherie@phccv.org 325-944-1515
- Dr. Christy Youker at Water Education Center: Christy@ucratx.org 325-617-4350
- Patsy Kneller at Habitat for Humanity: HabitatSanAngeloED@gmail.com 325-6557535

COMM/MM 4335: Course Syllabus: Spr 2013

Jan 14-16: Ch. 1-3 from *bare bones*; Ch 1 PR text

Intro to the course, distinguishing PR and advertising. Media examples for class discussion. Work on PR and advertising objectives. Media examples. Computer & technology skills discussion. Skills list for project groups.

Jan 21-23: Ch 4-5 from *bare bones* ; Ch 2-3 PR text

Monday, Holiday: MLK day! Wednesday: **Groups assigned**, discussion of case analyses.

Jan 28-30: CH 6-7 from *bare bones* ; Ch 4 PR Publics & final project assignment

Lecture and discussion, then case assignments made. Final project assignment reviewed and clients are selected.

Feb 4-6: Monday: groups go meet your client; Summary case analysis due on Wednesday at end of class period.

Feb 11-13: Ch 8-10 from *bare bones* ; Ch 5, 6, &7 PR text

Lecture/discussion. Written cases analyses returned. Case Presentation begins Wednesday: Groups 1-3

Feb 18-20: Ch 11-14, from *bare bones*

Case presentation completed with Groups 4-6, then lecture/discussion.

Feb 25-27 Ch 15-17 in *bare bones*

Project assignments discussed Some class group work time given.

NOTE: As soon as the Summer/Fall class schedule is available, we will spend part of one class session advising.

Mar 4-6 Project worktime & review for midterm on Wednesday. Midterm exam on Wednesday over the entire *bare bones book* & Ch. 1-7 of the PR text, & lectures.

Mar 11-13: Spring Break!! Drive safely and return to us next week.

Mar 18-20: Ch 8, 9, 10 PR text. Mon.: lecture/discussion. Wed: Progress report on final project due at end of period.

Mar 25-27: Ch 11, 12, 13 PR text.

Mon.: lecture/group project work; Wed.: Open discussion for 2 project groups for class advice on final project

Apr 1-3: Ch 14, 15, 16 PR text.

Mon.: open discussion for 2 project groups for class advice on final project. Wed.: wrap up PR textbook lectures

Apr 8-10: Project work for final projects this week. Watch BlackBoard for announcements & email Dr. Smith as needed. Dr. Smith is attending the National Student Advertising Competition this week

Apr 15-17 Review of all lecture/discussion, Dr. Smith will review drafts of your final casebooks on the J drive in class.

Apr 22-25: Written cases due on Monday at end of period. Written Projects returned Wednesday with individual group conferences on the projects.

Apr. 29- May 1 Final Case Presentations (order by draw) Review for final exam on both days as time allows.

May 8 (Wednesday) Final examination from 3:30-5:30p.m. Comprehensive.

Have a wonderful break! Pax Vobiscum* Congratulations Graduates!
*(*Latin-- "peace be with you")*