Syllabus for

Advanced Media Workshop:
Influence, Persuasion, Engagement

JMC 4310:0001 & 0002 ● Spring 2019
Tuesday/Thursday 9:30 – 10:45 a.m. ● W332 & 336 AJB

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Course publication (not required by strongly recommended):
- Ad Age special student rate: 6 months for $59.00. Subscribe at: https://adage.com/adage-on-campus/membership

Course description:
Present-day agencies, whether they be advertising, consulting, public relations or engagement, are increasingly seeking to hire creative people who have the ability to operate at the intersection of psychology, communications, and writing. Students taking this class should expect not just a challenging academic experience but one that provides a real-time, real-world look inside the workings of one of these modern agencies. The course goal is to have students work collaboratively to create a high quality, commercially viable work product. The class will be structured to simulate the experience of working in a professional agency. Students will build upon the knowledge base acquired in previous SJMC courses and focus it practical, team-driven effort to create products and services of a sufficiently high standard to be offered for use to businesses beyond the university. This class will be structured in a workshop-like manner where teamwork, creativity, innovation, participation and free-form thinking will define not only our semester’s output, but also provide students with a solid foundation from which to pursue their chosen post-collegiate careers.

Who should take this course?
This course is geared to students planning a career in commercial businesses in such fields as politics, public service, business administration, marketing, public relations, and journalism. It is also for student-entrepreneurs who may wish to start their own businesses in the future since it is one of two foundation courses leading to the Media Entrepreneurialism Certificate.
Learning outcomes:
The School of Journalism and Mass Communication (SJMC) is committed to your academic and professional success. In line with this commitment we have identified particular learning outcomes that every student should obtain by the time they earn an SJMC degree. You can find more information about these learning outcomes at the following link: http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment.

We regularly assess the curriculum to determine whether students are achieving these outcomes. This course has content to help you achieve proficiency in two areas specific to the SJMC learning outcomes.

1. Media Literacy Learning Goal
   Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.
   Learning Objective 1. Students will demonstrate knowledge of the basic tenets of media literacy and how media literacy relates to their personal media habits and professional development.
   Learning Objective 2. Students will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.
   Learning Objective 3. Students will learn how to create and disseminate media messages in various forms.

2. Writing and Storytelling Learning Goal
   Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

   Learning Objective 1. Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.
   Learning Objective 2. Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.
   Learning Objective 3. Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

Achieving outcomes:
Our hope is that by the end of this course you will have an enlightened understanding of what goes into creating commercially viable work, and also understand more about the actual work of today’s modern marketing agencies. In addition, we believe this course will help you develop professional career skills by:

✓ develop an understanding of the five (5) key processes that agencies work through toward the development of client solutions,
✓ build an understanding of best practices toward creating commercially viable client solutions,
✓ encourage you to explore theories, concepts, structures, and economics both individually and in teams and apply them toward solutions to “real world” client challenges,
✓ participate in weekly class discussion offering personal observations and viable solutions of common client challenges vis-à-vis agency solutions,
✓ developing business approaches to innovating either in an existing organization or to founding a media start up.

Instructor approach:
Our approach will draw on our collective experience as consultants to global multinational corporations in their quest for more lasting, interactive and productive client experiences. Experience has shown that the techniques, issues, and approaches to agency operations and client solutions are ever changing and we will consider the absolute latest in this course.

Class format:
People who succeed in agency businesses are clear, focused thinkers able to comprehend issues quickly and discuss them succinctly. Discussion will be an important feature of the course. Students will be required to spark thoughtful discussion of issues with classmates. The work in this class is almost 100% practical and is intended to be thought provoking. So take notes, ask questions, and share your thoughts with the class.

Important note: The modern workplace requires individuals develop the ability to work in high-performing teams. Thus, this course puts heavy emphasis on teamwork, productivity and group interdependence. Instructors will be regularly monitoring teams and evaluating the performance of individuals throughout the semester. However, you should understand that the performance of classmates could influence your grade. Instructors will always be available to discuss any team-related related to this point.

How you earn your grade:
Your course grade will be determined by your performance in the following categories. Each graded assignment will have an accompanying explanation of specific grading standards. All grades are based on a percentage point scale. [Note how each is weighted.

1. ENGAGEMENT (30%). You will be expected to engage in class sessions through active participation in the six steps of the agency engagement process: Discovery, Ideation, Creation, Implementation, Analysis and Re-Launch. Opinions and perspectives and active output on each step of this process are critical to both the success of the class and to your learning process. Applying accepted professional standards, both instructors will evaluate to and assign points based upon the degree to which individual students played an active role in each phase of the process. (If you have questions about the application of these standards, please ask either instructor for clarification at any time during the semester.)
2. PARTICIPATION (30%). This course moves quickly and you cannot replicate being part of a class discussion, which is by nature a spontaneous event. Arriving late for the start of class or missing a class for any reason deprives you of a valuable learning experience. Participating means attend all sessions, participate in all assignments, and engage in all class discussions and in all projects. Your participation score is based on attending class and participating in the course process. If you absolutely must miss a class, notify us in advance and we need a note or reason for the missed class. If you need special accommodation, see “Accommodations for Disabilities” below. You may also request accommodation for participation in UI-sanctioned events or for religious obligations.

3. MEASURED OUTCOMES (20%). You will work with teammates to develop creative solutions for a client, which in this case is the SJMC. This will present you with a real-world creative, social media, writing, marketing and communication challenge in order to satisfy the needs of our client, which is an organization that is in a highly competitive market position. It is a process with this ultimate outcome: to position the SJMC in the highest, most professional, but also contemporary manner possible with alumni, friends, prospective students, current students and students’ parents (both prospective and current) and any other individual who can affect the life of the School. We will assess the progress toward our desired outcome at several measurement points in the semester. Our assessment will focus on progress to date and communicated to each team.

4. IMPLEMENTATION & ANALYSIS (20%). The cornerstone of any marketing and communications process is the ability to get a product or service completed and implemented/launched. In this class, students will not only create the product or service, but also market it to an audience with the results being a barometer of success or failure. Thus, part of this class is not only creation, but also implementation and analysis whereby we see if the fruit of our labors bear fruit – in other words, did our discovery, ideation and creation phases bear out with a successful launch, which results in success for our client. Part of your grade will be the real-world result, which makes this class and coursework all the more interesting because we are not just talking strategy here, but also results.

Application of any set of grading standards must unavoidably include a degree of subjectivity, especially in this class. If you have concerns about the application of these standards or simply questions about how their interpretation, please contact either instructor to discuss.
**Determining your letter grade:**
Each assignment is graded as percentage with 100% as maximum. The percentage/grade equivalents are:

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<th>Grade</th>
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<td>99</td>
<td>A+</td>
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<td>98</td>
<td>93</td>
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**Final course grades:**
Your final course grade will be the sum of all percentages. We will post grades as promptly as possible at measurement points throughout the semester.

**Collaborating on assignments:**
Students in this class will need to be professional, well organized, focused and engaged in the process in order to produce outcomes that are clear, well organized, highly professional, leading-edge and most importantly, engaging to our audience. Students must, therefore, collaborate productively with classmates including developing solutions to challenging situations and the production of content and products and services. Each student is expected to contribute equal parts to the project.

**Planning your time:**
University policy sets a weekly standard of two hours outside of class work for every course hour. That means you should expect up to 6 hours per week working on reading or on course projects. When working with classmates in a team, you must coordinate your availability with your teammates.
Communicating with the instructors and complaints:
We regard student communication as my highest priority. No student should ever feel constrained, intimidated, or in any way discouraged from using any of the following means to communicate concerns or complaints about this course:

- Remaining after class. Never leave a course session with an unanswered question.
- Posting your concern on the ICON folder titled, “Just Saying,” which is set up so that any student can communicate with me anonymously. I check it frequently.
- Scheduling an appointment or drop in during office hours to discuss course content, procedures, standards, your grade, or to discuss a matter of personal concern.
- Telephoning the numbers on page one. Leave voicemail. We always call back!

Unresolved complaints procedure:
You may take a complaint (or suggestion) involving course content, class material, grading, or instruction that you feel is not resolved to your satisfaction to the Director of the UI School of Journalism and Mass Communication, Dr. David Ryfe either by visiting him in room E305 AJB, by phone at 319-335-3486, or by sending an email to david-ryfe@uiowa.edu.

Rules and Policies:
This course is subject to rules and policies established by the College of Liberal Arts and Sciences. We have excerpted several of the more important ones on the next page. Please take a moment to review them. If you have questions, please ask.

College of Liberal Arts and Sciences rules and policies:
You should take a few moments to read the important rules and policies that follow. They describe policies that apply to all of us who teach, learn, and administer in the College of Liberal Arts and Sciences. They also describe your rights to accommodation and the complaint procedure beyond that contained in the above paragraph.
**Administrative Home**
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at [http://clas.uiowa.edu/students/handbook](http://clas.uiowa.edu/students/handbook).

**Electronic Communication**
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences (*Operations Manual, III.15.2, k.11*).

**Accommodations for Disabilities**
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See [www.uiowa.edu/~sds/](http://www.uiowa.edu/~sds/) for more information.

**Academic Honesty**
All CLAS students have, in essence, agreed to the College's [Code of Academic Honesty](http://clas.uiowa.edu/honorcode): "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled ([CLAS Academic Policies Handbook](http://clas.uiowa.edu/honorcode)).

**CLAS Final Examination Policies**
The final examination schedule for each class is announced around the fifth week of the semester by the Registrar. Final exams are offered only during the official final examination period. **No exams of any kind are allowed during the last week of classes.** All students should plan on being at the UI through the final examination period. Once the Registrar has announced the dates and times of each final exam, the complete schedule will be published on the Registrar's web site.

**Making a Suggestion or a Complaint**
As specified on the preceding page, students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident ([CLAS Academic Policies Handbook](http://clas.uiowa.edu/honorcode)).

**Understanding Sexual Harassment**
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](http://www.uiowa.edu/sexualharassment) for assistance, definitions, and the full University policy.

**Reacting Safely to Severe Weather**
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the [Department of Public Safety website](http://www.uiowa.edu/pd).
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JMC:4310

**Course plan**

This list of topics is subject to change as class dynamics evolve during the course. You are responsible for changes announced in class session or posted on our Canvas site.

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<tr>
<th>Wk</th>
<th>Date</th>
<th>Topics</th>
<th>Outside Readings for Class Sessions</th>
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</table>
| 1  | Tue/Thu 1/15 & 17 | **SECTION I - FOUNDATION**  
Overview of Semester Assignment (what we'll be doing and how we'll get it done)  
Team Structure  
What is Engagement?  
The Economics of Engagement  
Engagement in Practice, Overview & Analysis (employee, channel & customer) | There will be at least one reading per week but they will be topical based on class discussion |
| 2  | Tue/Thu 1/22 & 24 | Engagement at SJMC – What We’ve Done So Far  
Individual Engagement Assignment – What Engagement Means to You |                                                                                                    |
| 3  | Tue/Thu 1/29 & 31 | Student Engagement Presentations with SWOT analysis (strengths, weaknesses, opportunities, threats)  
Guest Speaker – Vivian Le, Workshop student from Spring & Fall, 2018 | **MEASUREMENT POINT A**                                                                                           |
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<th>SECTION</th>
<th>TOPIC</th>
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| 4 | Tue/Thu 2/5 & 7 | SECTION II - STRATEGY | The 6 steps in the engagement process vis-à-vis our categories  
• Discovery  
• Ideation  
• Creation  
• Implementation  
• Analysis  
• Re-launch  
Analysis of existing SJMC Hub and define direction moving forward  
• Category Ideation/Approval  
• Video’s/Work completed to-date  
• Opportunities for improvement  
• New features/subjects/ideas  
• Live Broadcast options  
• Timeline Development  |
| 5 | Tue/Thu 2/12 & 14 | STRATEGY | Analysis of existing SJMC Hub and define direction moving forward  
• Category Ideation/Approval  
• Video’s/Work completed to-date  
• Opportunities for improvement  
• New features/subjects/ideas  
• Live Broadcast options  
• Timeline Development  |
| 6 | Tue/Thu 2/19 & 21 | SECTION III - CREATION | Creating the application  
• Videography of chosen subjects  
• Scheduling & creating initial live broadcast  
• Building the campaign  |
| 7 | Tue/Thu 2/26 & 28 | Guest Speaker – The Live Broadcast (Jenni Smith – VP Strategy & Business Intelligence – EGR NY) | Creating the application  
• Videography of chosen subjects  
• Scheduling & creating initial live broadcast  
• Building the campaign  |
| 8 | Tue/Thu 3/5 & 7 | Creating the application  
• Videography of chosen subjects  
• Scheduling & creating initial live broadcast  
• Building the campaign  |
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Activities</th>
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</table>
| 9    | Tue/Thu 3/12 & 14 | Creating the application  
• Videography of chosen subjects  
• Scheduling & creating initial live broadcast  
• Building the campaign |
|      |             | **MIDTERM MEASUREMENT POINT B** |
| 10   | 3/17-24     | Spring Break  
No classes |
| 11   | Tue-Thu 3/26 & 28 | Creating the application  
• Videography of chosen subjects  
• Scheduling & creating initial live broadcast |
| 12   | Tue/Thu 4/2 & 4 | Creating the application  
• Videography of chosen subjects  
• Scheduling & creating initial live broadcast |
| 13   | Tue/Thu 4/9 & 11 | Creating the application  
• Videography of chosen subjects  
• Scheduling & creating initial live broadcast |
| 14   | Tue/Thu 4/16 & 18 | Guest Speaker – Channel Engagement at Kohler Co. – David Doyle, Director of Showroom Operations |
|      |             | **SECTION IV - LAUNCH**  
• Database acquisition  
• Initial Creative package  
• Initial launch & analysis |
| 15   | Tue/Thu 4/23 & 25 | **SECTION IV - LAUNCH**  
• Database refinement  
• Creative refinement  
• Second launch & analysis |
| 16   | Tue/Thu 4/30 & 5/2 | **SECTION IV - LAUNCH**  
• Database refinement  
• Creative refinement  
• Third launch & analysis |
|      |             | **FINAL MEASUREMENT POINT** |