

COMM 386-201 (3534): Advertising/PR Capstone Seminar

Loyola University Chicago, Spring 2015 (Tuesday 7:00-9:30, Corboy Law Center 423)

Dr. Pamela Morris (Office hours: Tue./Thur. 2:30-4:00 and by appointment, Lewis Tower #904, pmorris1@luc.edu)

Course Description and Learning Objectives

Advertising and public relations students are required to take in their senior year a directed study course that provides practical experience with research and applications in a specific professional practice area of their choice in advertising or public relations. Examples might include political campaigns, crisis communication, virtual community, employee communication, branding, special events, advertising strategies, health care public relations, social media, creative copywriting, sports marketing, or environmental advocacy.

By the end of the semester, you will be able to:

1. Find, analyze, and synthesize information about a specific advertising or public relations practice area that you have the greatest interest in.
2. Describe the professional practices and significant issues in your chosen field.
3. Establish a relationship with professionals who are currently working in the area in which you want to develop a career.
4. Develop a communication product that demonstrates a synthesis of the knowledge, competencies learned in the major, and practical application that reflects responsible professional practices.

IDEA Learning Objectives

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning to *apply* course material (to improve thinking, problem solving, and decisions).
3. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Overview

Students complete appropriate background research, solicit feedback, and meet individually with professionals to explore the specialized practice area and issues and ethical implications for organizations and professional practitioners. Interviews might include professionals working in an advertising agency, public relations firm, corporation, nonprofit, or community organization in that industry, or an expert scholar or researcher.

The student creates a communication plan and representative materials related to the practice area. This may include integrated campaign materials, information packet, brochures, video, advertisements, radio program, or website. The student makes a final presentation based on background research, interviews, and communication plan to demonstrate specialized skills in advertising or public relations.

During the semester, each student meets with the Capstone Director individually, as well as with the full class to share progress on their projects, discuss critical issues, and participate in a dialogue about some of the trends, opportunities, and challenges in the transition from classroom to career. Students must attend all full group sessions and meet with the instructor at least twice during the semester.

Recommended Books

Publication manual of the American Psychological Association, 6th ed. (2010).

Marsh, C., Guth, D.W., Short, B.P. (2009). *Strategic writing: Multimedia writing for public relations, advertising and more*, 2nd ed.

How you will be evaluated

You take responsibility for your learning in this course. The focus of your research, interviews, and communication product is based on *your* interests and choices. You are expected to fulfill the requirements as indicated on the syllabus.

Meet all deadlines and take a professional approach to your research, project work, and participation. **Performance in the Capstone should represent your highest level of knowledge and skills, integrating what you have learned and illustrating your current academic and professional competencies.**

Class Participation and other exercises – Each student is expected to contribute to class discussions. Those who attend classes regularly and contribute constructively to group discussions and the enhancement of the quality of class sessions will be rewarded for these efforts. Note that ethics will be part of everyday class discussions.

Procedures – All work is due at the beginning of class on assigned dates. No work will be accepted after the due date. ***Assignments cannot be accepted by email. Hard copies must be submitted.***

Attendance – Regular and on time attendance is essential for the educational process to work. Loyola University Chicago expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work related activities, illness, or valid emergency situations. Any unexcused absences will result in a lower participation grade.

Meeting Deadlines – Deadlines for all projects are firm. Any work turned in after the deadline will receive a one letter grade reduction for each week it is late, even if by one day.

Spelling and Grammar – Assignments must be typed (unless otherwise directed) and free of spelling/grammar errors. Allow time for proofreading, editing, and revision. As communication students, you have a responsibility to pay attention to spelling/grammar and if your work contains blatant errors, expect a reduced grade.

Plagiarism and Academic Integrity – Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest. It is dishonest to: 1) Turn in the same work for multiple classes; 2) Turn in a paper you have not written yourself; or 3) Copy from another student or use a “cheat sheet” during an exam. This is an academic community; being uniformed or naïve is not an acceptable excuse for not properly referencing your sources. The policy can also be found here: <http://www.luc.edu/soc/Policy.shtml>.

Special Needs – Please give me written notice in the first week of class about any medical or other conditions that may interfere with your individual performance. Documentation may be required. Information about Services for Students with Disabilities: <http://www.luc.edu/sswd/index.shtml>

Wellness Center – Students are urged to contact the Wellness Center for any physical or mental health issues. Visit <http://www.luc.edu/wellness> if you have issues/concerns about you or someone you know.

Performance Evaluation and Grading

The grading policy is subject to change during the semester, but it will be based upon these guidelines:

5%	Initial Annotated Bibliography	100-95% = A	76-74% = C
5%	Research Report Outline Sections I-IV Draft	94-90% = A-	73-70% = C-
15%	Research Report VERY TIGHT Draft	89-87% = B+	69-67% = D+
10%	Interview Questions and Plan	86-83% = B	66-65% = D
5%	Two Individual Meetings (2.5% each)	82-80% = B-	64% > = F
5%	Participation at Full Group Meetings		
55%	Final Project (20% Research Report with Finished Annotated	79-77% = C+	

Bibliography – Sections I-V; 5% Professional Associations; 10% Interview Summary; 15% Portfolio Materials and Resume; 5% Presentation)		
100%		

**COMM 386 Advertising/PR Capstone Seminar
Spring 2015 Tentative Schedule***

Wk	Date	Meeting Instructions	Assignments DUE	Topics**
1	Jan 13	Full Group Session		Introductions, review syllabus/schedule, expectations, grading, signup for 2 individual progress report appointments <u>Provide project outline and summary and professional associations list.</u>
2	Jan 20	Full Group Session		Guest Speaker: Gabriella Annala Communication Specialist Librarian - review research guidelines. <u>Provide annotated bibliography and outline assignment directions.</u>
3	Jan 27	Work Day		
4	Feb 3	Individual Meetings #1	Annotated Bibliography Due (Drop off your document to the class or my office by 8:00)	Meet with up to 10 students (10-12 min. each).
5	Feb 10	Individual Meetings by Appointment #1		Meet with up to 10 students (10-12 min. each). Annotated bibliography ready for pickup.
6	Feb 17	Full Group Session	Research Report Outline Sections I-IV Draft Due	<u>Introduce tight draft assignment.</u> Sign up for presentations.
7	Feb 24	Full Group Session		Return outlines. Provide <u>interview guidelines and plan directions.</u>
8	Mar 3	Spring Break – No CLASS		
9	Mar 10	Work Day		
10	Mar 17	Full Group Session	Interview Plan, Questions and List of Planned Interviews Due	<u>Provide final project directions.</u>
11	Mar 24	Full Group Session	Research Report VERY TIGHT Draft Due	Return interview plan.
12	Mar 31	Individual Meetings #2		Tight drafts ready for pick up. Meet with up to 10 students (10-12 min. each)
13	Apr 7	Individual Meetings #2		Meet with up to 10 students (10-12 min. each)
14	Apr 14	Work Day		
15	Apr 21	Full Group Session	Final Projects, Presentations 10-12 Minutes Due***	Final Presentations (10 presentations)
16	Apr 28 7:00-9:00	Full Group Session	Final Projects, Presentations 10-12 Minutes Due***	Final Presentations (8 presentations)

*Schedule may change based on class interests, understanding, needs, and unforeseen events.

Student meetings and presentations will be scheduled every 15 minutes: 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, and 9:15. **Meeting will be held in the classroom unless specified.

***All material is due the day you are scheduled to present.