



**LOYOLA
UNIVERSITY
CHICAGO**

Preparing people to lead extraordinary lives

COMM 386-201 (2381) Advertising/PR Capstone Seminar
Fall 2020 (August 24 – December 12) Asynchronous with any online group meetings arranged with registered students

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Emails answered within 24 hours during the week, 48 on weekends

Virtual office hours by appointment

COURSE DESCRIPTION

In their senior year, advertising and public relations students are required to take a directed study-type course that provides practical experience with research and applications in a specific advertising/public relations practice and industry. A **practice area** can be advertising, public relations, social media, branding, crisis communication, employee communication, influencers, special events, creative, sports advertising, and others while an **industry area** may be something like snack foods, autos, pets, golf, politics, restaurants, advocacy, or some other. You choose!

Overview

Students will complete background research (library databases) to explore the practice and industry areas, issues, and ethical implications for organizations and practitioners. Efforts will culminate into an academic-style research paper. To augment their knowledge, students will also conduct interviews of professionals working in advertising agencies, public relations firms, corporations, nonprofit or community organization in that industry, or an expert scholar or researcher.

Toward the end of the semester, students will create a strategic communication plan and representative practice area materials, such as brochure, video, advertisement, radio program concept, or website, to demonstrate specialized skills in advertising or public relations. Materials should be showcased on the student's website to help prepare for job interviews. The student will create a presentation with highlights of the semester.

Optional Happy Hour Zoom meetings will be offered every Tuesday 5:00-6:00 for students to pop in and ask questions. However, students can always ask questions on the public Q&A Forum or email the instructor a question, comment, or schedule an appointment to discuss at any time.

LEARNING OUTCOMES

- Know how to find, analyze, and synthesize information and prepare an academic research-style paper about a specific advertising or public relations practice and industry.
- Be able to describe the professional practice and significant issues in your chosen field.
- Be able to establish a relationship with professionals who are currently working in the area in which you want to develop a career.
- Know how to develop a business portfolio - communication plan and work samples - (online if possible) that demonstrates a synthesis of the knowledge, competencies learned in the major, and practical application that reflects responsible professional practices.

Prerequisite

COMM 100, restricted to students in the Advertising & Public Relations Program with senior standing.

Recommended Books

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

Marsh, C., Guth, D.W., Short, B.P. (2016). *Strategic writing: Multimedia writing for public relations, advertising and more*, 3rd ed.

COURSE FORMAT

The course will be run asynchronously with any group meetings arranged with registered students. It will require students to be self-directed and motivated to pursue research, prepare papers and assignments on time, and attend an optional Zoom Happy Hour or contact the instructor if there is a question or comment.

ASSIGNMENTS AND GRADING

Performance in the Capstone should represent your highest level of knowledge and skills, integrating what you have learned and illustrating your academic/professional competencies.

Students will submit most work on the Assignment Tab, although two activities (student's introduction video and summary presentation) need to be posted to the Forum Tab. A video explaining assignments are provided the week the assignments are introduced while detailed assignment directions and grading rubrics are provided near the end of the syllabus and grading rubrics are repeated the week they are due. Below is a list of activities and their point value.

List of Assignments and Point Values

Week One (7 points)

Contract – 1 point

Course Overview Video Viewing – 1 point

Introduction Video on Forum – 5 points

Week Two (3 points)

Librarian Demonstration Video - 2 points

Annotated Bibliography and Professional Association Assignment Explanation Video – 1 point

Week Four (6 points)

Annotated Bibliography (at least 10 sources) – 5 points

Paper Outline Assignment Explanation Video – 1 point

Week Five (4 points)

Professional Associations List/Descriptions (at least 5) – 4 points

Week Six (20 points)

Paper Outline – 19 points

Research Paper Assignment Explanation Video – 1 point

Week Eight (21 points)

Research Paper – 20 points

Interview Plan and Summary Assignments Explanation Video – 1 point

Week Nine (11 points)

Interview Plan Assignment – 10 points

Strategic Communication Plan Assignment Explanation Video – 1 point

Week Twelve (17 points)

Interview Plan and Summary Assignment – 16 points

Semester Summary Presentation Assignment Explanation Video – 1 point

Week Fourteen (15 points)

Strategic Communication Plan Assignment – 15 points

Week Fifteen (5 points)

Semester Summary Presentation Assignment – 5 points

119 points possible

100-95% = A	89-87% = B+	79-77% = C+	69-67% = D+
94-90% = A-	86-83% = B	76-73% = C	66-63% = D
	82-80% = B-	72-70% = C-	62-60% = D
			59% > = F

SAKAI

As this is an online asynchronous course, it will be important to become familiar with Sakai. Note these features:

Get to Know Your Instructor Tab

Q&A Forum that students can use to ask the instructor questions, clarify, or make suggestions or comments about the assignments, activities, readings, and other aspects of the course in public. Often other students have the same questions, concerns, or comments and the Q&A Forum should help everyone in their learning of the material. Please know that at any time the student may email or contact the instructor privately.

Forum Tab where students will post their introduction video and summary presentation for peer review and instructor grading.

Assignment Tab is where students will submit most assignments for instructor grading (not public viewing).

Gradebook is open for students to monitor grades.

Announcements will be used to summarize key highlights, help students prepare for upcoming assignments and activities, as well as to notify students about any changes in the schedule or assignments.

Happy Hour Zoom Tab provides the link for optional weekly Happy Hour Zoom meetings – students can drop in at any time when needed.

Materials Lesson Tab include online resources, such as APA style guides, prior student examples, Preparing for Interviews document, and other materials. Posted documents will also show up in the **Resources Tab** by default.

OBJECTIVES, ASSIGNMENTS, DUE DATES BY WEEK

Week One – 8/24 to 8/30 – Introductions, Overview, and Practice and Industry Areas

This week's goals are to become familiar with the course content and expectations, make introductions, and help foster student success. Note that optional Zoom Happy Hours are available every Tuesday at 5:00-6:00.

Course Contract Assignment – Read/Agree – Due Tue., 8/25 at 11:55 pm – 1 point

The goal of this activity is to get you going and to become aware of what is required. The assignment asks that you review and acknowledge that you have read, understood, and will comply with the following.

- I have read and understood the syllabus.
- I have carefully reviewed the schedule and noted deadlines in my calendar.
- I understand to succeed in this 16-week course I need to work 9-11 hours per week.
- I have scheduled time in my weekly routine to log into class at least 4 different days of the week, some of which is not consecutive.
- I can and should post questions in the Q&A Forum on the discussion board, when needed.
- I will attend optional Happy Hour Zooms or schedule an appointment with the instructor when needed so as not to fall behind, but especially if I start falling behind.

Course Contract Assignment Grading

Read and agreed or contacted instructor to discuss on time = 1 point

Does NOT meet expectations = 0 points

Course Overview Video Assignment – View Video – Due Tue., 8/25 at 11:55 pm – 1 point

This video is an overview of the course to help you learn what is required, including the research paper project, interviews, and strategic communication plan. Please review and acknowledge that you have viewed and understood the course overview video or contacted the instructor for guidance.

Course Overview Video Viewing Assignment Grading

Viewed and understood or contacted instructor to discuss on time = 1 point

Does NOT meet expectations = 0 points

Introduction Video Post on Forum – Create Video/Post - Due Fri., 8/28 at 11:55 pm - 5 points

Students will need to create a 1 to 3-minute video about themselves and what they want to focus on in the semester and post it on Sakai Forum so students may see one another and know who is in the class. Show who you are as a person in video, design, and text, and include the following:

- Introduce yourself; don't forget your name, major, year, and other characteristics that help us know you and your personality.
- What practice area do you want to focus on in the semester research paper? This might be your SOC major or the career area you might pursue upon graduation. It could be something like advertising, creative, public relations, social media, crisis communication, account management, or some other. Is there a reason for this?
- What industry area do you want to investigate this semester? (This could be something like the restaurant, airline, travel, auto, or other industry.) Explain how this is of interest to you. For example, is this your minor, hobby, or current workplace, or is it relevant to your family, or do you want to start a business in this area?
- What are you concerned, anxious, or excited about specific to an online asynchronous course?
- What are your goals for the course? What do you hope to get out of the course? How do you think the course will help you in personal, professional, civic, or other objectives?

Introduction Video Post Grading

Meets expectation, including completed thoroughly based on above list, and on time = 5 points
 Does NOT meet expectations = 0 points

Week Two – 8/31 to 9/6 – Practice and Industry Areas Research

This week’s objective is to help you get to know the resources available for researching your practice and industry areas. It includes a demonstration of the resources available at the LUC Libraries. Remember the optional Zoom Happy Hours every Tuesday at 5:00-6:00.

Librarian Demonstration Video Assignment – View Video – Due Tue., 9/1 at 11:55 pm – 2 points

The librarian has recorded a lecture to demonstrate resources based on your assignment. Please review and acknowledge that you have viewed it.

Librarian Demonstration Video Viewing Assignment Grading

Viewed video and contacted the instructor for any questions on time = 2 points
 Does NOT meet expectations = 0 points

Annotated Bibliography and Professional Association Assignments Explanation Video Assignment – View Video – Due Tue., 9/1 at 11:55 pm – 1 point

This video explains the two assignments – annotated bibliography and professional associations. Please view and acknowledge that you have reviewed. Descriptions of the assignments are provided near the end of this syllabus.

Annotated Bibliography and Professional Association Assignments Explanation Video Viewing Assignment Grading

Viewed video and contacted the instructor for any questions to discuss on time = 1 point
 Does NOT meet expectations = 0 points

Week Three – 9/7 to 9/13 – Practice and Industry Areas Research Work Time

This week allows you time to work on researching your areas. No assignments are due this week but note that optional Zoom Happy Hours are available every Tuesday at 5:00-6:00 if you have questions.

Week Four – 9/14 to 9/20 – Annotated Bibliography Due, More Work on the Paper

The annotated bibliography is due this week and the next assignment in the paper writing process is introduced. Like every Tuesday at 5:00-6:00, Zoom Happy Hours are available.

Annotated Bibliography Assignment – Due Tue., 9/15 at 11:55 pm – 5 points

See instructions below in Assignment section.

Annotated Bibliography Assignment Grading

Annotated Bibliography Grading Rubrics	Possible
List of sources is relevant and comprehensive (10) for initial stage.	1
Sources have authors (only two non-authors allowed).	1
Descriptions are rich, unique, understandable, and do not all start the same (this will result in -5 points).	1
Descriptions are free from spelling and grammar errors and list is in alphabetical order.	1

APA style used is appropriate for the type of source and formatted correctly. Presentation is neat and professional.	1
Total Score (5 points possible)	

Outline Assignment Explanation Video Assignment – View Video – Due Tue., 9/15 at 11:55 pm – 1 point

This video explains the Outline Assignment. Please review and acknowledge that you have viewed the video. Description of the Outline Assignment is given near the end of this syllabus.

<u>Outline Assignment Explanation Video Viewing Assignment Grading</u>
Viewed video and contacted instructor with any questions to discuss on time = 1 point
Does NOT meet expectations = 0 points

Week Five – 9/21 to 9/27 – Practice and Industry Areas

The Professional Association Assignment is due this week. Continue to develop your outline and finding sources if needed to fill in areas that you find are missing. Optional Zoom Happy Hours are available every Tuesday at 5:00-6:00 if needed.

Professional Association Assignment – Due Tue., 9/22 at 11:55 pm – 4 points

See instructions below in Assignment section.

<u>Professional Association Assignment Introduction Video Assignment Grading</u>	
Professional Associations Grading Rubric	Possible
Includes list of at least 5 professional associations with website url/other contact details.	1
Provides organizations in both practice and industry areas .	1
Includes short description of each association good for future reference.	1
Neatness and presentation considered.	1
Total Score (4 points possible)	

Week Six – 9/28 to 10/4 – Practice and Industry Areas

Your Outline Assignment is due this week and the next step for your paper is to the writing. Details for the Research Paper Assignment is provided below while an explanation video is provided.

Outline Assignment– Due Tue., 9/29 at 11:55 pm – 19 points

See instructions below in Assignment section.

<u>Outline Assignment Grading</u>	
Outline Grading Rubrics	Possible
Title is included, catches attention, and relevant.	1
Introduction	
Research Focus Identifies research focus/practice and industry areas.	1
Research Objectives Includes two or more specific research objectives .	1
Practice Area Includes practice area and points that will be expanded on.	1
Key Terms Includes key terms in practice and industry area to be described.	1
Current Context	
Primary Companies/Brands Identifies primary industry companies/brands/personalities.	1
Financial and Other Data Shows financial or other industry data/numbers.	1
Market Demographics Provides current customer/audience/market demographics/info.	1
Consumer Spending Includes consumer spending in general and for specific brands.	1
Media/Communication Budgets and Activities Provides media/com. budgets/ efforts.	1
Career Options Gives specific career options (position titles).	1

Major Events and Activities Includes major events and activities (established, annual events, like Super Bowl, Toy Fair, Primary Elections, Restaurant Week, Chicago Auto Show, Consumer Electronic Show, SXSW, and the like).	1
Issues Gives three issue topics .	1
Trends Lists three trends .	1
Best Practices	
Best Practices Provides three organizations or brands/campaigns and lessons learned that will be covered.	3
Future Outlook	
Future Challenges/Needs Includes two ideas .	1
Opportunities Lists two ideas and one leads to a strategic communication plan and creative project idea.	1
Total Points (19 Points Possible)	

Research Paper Assignment Introduction Video Assignment – View Assignment – Due Tue., 9/29 at 11:55 pm – 1 point

This video explains the next step in your paper, writing the Research Paper Assignment. Please note that you have viewed and understood. Description of the Research Paper Assignment is given near the end of this syllabus.

Research Paper Video Explanation Assignment Grading

Viewed video and contacted instructor with any questions to discuss on time = 1 point

Does NOT meet expectations = 0 points

Week Seven – 10/5 to 10/11 – Research Paper Writing

Keep writing your research paper and reach out during Zoom Happy Hours or at other times if you need help.

Week Eight – 10/12 to 10/18 – Research Paper Due

The Research Paper is due and the Interview Plan Assignment is introduced this week.

Research Paper Assignment – Due Tue., 10/13 at 11:55 pm – 20 points

The Research Paper is due. Description and details for the assignment is given near the end of this syllabus.

Research Paper Grading Rubrics		Possible
Title page and title are included; title catches attention and is relevant.		1
Introduction		
Research Focus Identifies research focus/practice/industry areas.		1
Research Objectives Includes two or more specific research goals .		1
Practice Area Fully describes practice area with sources.		1
Key Terms Includes key terms and descriptions in practice and industry.		1
Current Context		
Primary Companies/Brands Identifies/describes in qualitative terms (personalities, identities, etc.) primary companies and brands in industry.		1
Financial and Other Data Provides financial or other data for companies/brands and industry.		1
Market Demographics Details current customer/audience/market demographics, lifestyles,		1

and other descriptions.	
Consumer Spending Includes consumer spending in general and for specific brands.	1
Media/Communication Budgets and Activities Provides spending and descriptions for media/communication budgets and activities.	1
Career Options Gives specific career options, includes specific position titles and job descriptions.	1
Major Events and Activities Includes major established annual events and activities, like Super Bowl, Toy Fair, Primary Elections, Restaurant Week, Chicago Auto Show, Consumer Electronic Show, SXSW, etc.	1
Issues Describes with sources three issue topics .	1
Trends Explains three trends with sources.	1
Best Practices	
Best Practices Describes three organizations or brands/campaigns and explains lessons learned for each.	3
Future Outlook	
Future Challenges/Needs Describes two ideas with sources.	1
Opportunities Explains two ideas and one leads to a strategic communication plan and creative project idea.	1
Style and Reference Page	
APA style is used and reference pages are included and in good format.	1
Total Points (20 points possible)	

Interview Plan and Summary Assignments Explanation Video Assignment – View Video – Due Tue., 10/13 at 11:55 pm – 1 point

This video explains the Interview Plan and Summary Assignments, please review and acknowledge that you have viewed and understood.

<u>Interview Video Assignment Grading</u>
Viewed video and contacted instructor with any questions to discuss on time = 1 point
Does NOT meet expectations = 0 points

Week Nine – 10/19 to 10/25 – Interview Plan and Strategic Communication Materials

This week you are working you will be transitioning to working with industry practitioners and applying you skills as the Interview Plan is due and the Strategic Communication Assignment will be explained.

Interview Plan Assignment – Due Tue., 10/20 at 11:55 pm – 10 points

See directions in the Assignment Explanation section of the syllabus for details, the grading rubrics is below.

<u>Interview Plan Assignment Grading</u>	
Interview Plan Grading Rubrics	
Includes one or more objectives for the interviews.	1
Includes 6 or more general questions .	2
Includes at least 4 additional specific questions for particular interviews.	2
Questions are insightful.	1
Includes a list of 3 professionals to be interviewed, including their name, title, company, phone number or email and tentative date the interview will be conducted.	3

Neat presentation and professional style.	1
Total Points (10 points possible)	

Strategic Communication Plan Assignment Explanation Video Assignment – View Assignment– Due Tue., 10/20 at 11:55 pm – 1 point

This video covers the Strategic Communication Plan and Creative Materials Assignment. please review and acknowledge that you understood.

<u>Strategic Communication Plan and Creative Materials Assignment Video Explanation Assignment Grading</u> Viewed video and contacted instructor with any questions to discuss on time = 1 point Does NOT meet expectations = 0 points
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Week Ten – 10/26 to 11/1 – Interviews and Strategic Communication Plan

Work on your interviews and strategic communication plan and creative materials.

Week Eleven – 11/2 to 11/8 – Interviews and Strategic Communication Plan

Work on your interviews and strategic communication plan and creative materials.

Week Twelve – 11/9 to 11/15 – Interviews and Strategic Communication Plan

Finish your interviews as the Interview Plan and Summary Assignment is due this week. Continue working on the strategic communication plan and creative materials.

Interview Plan and Summary Due Tue., 11/10 at 11:55 pm – 16 points

See details for the assignment later in the syllabus.

<u>Interview Plan and Summary Assignment Grading</u>	
Interview Plan and Summary Grading Rubrics	Possible
Includes one or more objectives for the interviews.	1
Includes 6 or more general questions .	2
Includes at least 4 additional specific questions for particular interviews.	2
Questions are insightful.	1
Includes 3 professionals interviewed with their name, title, company, phone number or email and date of the interview.	3
Summaries for each of the 3 interviews are well written and insightful.	3
Includes at least one quote in each summary.	3
Neat presentation and professional style.	1
Total Points (16 points possible)	

Semester Summary Presentation Assignment Explanation Video Assignment – View Assignment – Due Tue., 11/10 at 11:55 pm – 1 point

This video reviews the last assignment, presentation of highlights of your work over the semester. Details of the assign are provided in the assignment section of the syllabus. Please review the video and acknowledge that you understood or will contact the instructor.

<u>Semester Summary Presentation Assignment Grading</u> Viewed video and contacted instructor with any questions to discuss on time = 1 point Does NOT meet expectations = 0 points

Week Thirteen – 11/16 to 11/22 – Strategic Communication Plan, Sample Materials, and Summary Presentation

Work on your strategic communication plan, creative sample materials, and summary presentation.

Week Fourteen – 11/23 to 11/29 – Strategic Communication Plan and Sample Materials

The strategic communication plan and sample creative materials are due this week. Happy Thanksgiving!

Strategic Communication Plan and Sample Materials Assignment – Due Tue., 11/24 at 11:55 pm – 15 points

Directions for this assignment is provided at the end of the syllabus.

Strategic Communication Plan and Sample Materials Assignment Grading

Strategic Communication Plan and Sample Materials Grading Rubric	Possible
Strategic Communication Plan is complete with introduction, situation analysis, objectives, target, message strategy, media channels, creative tactics, schedule, and measurement.	10
At least 2 creative materials are provided and are innovative and relevant to target.	4
Presentation is neat and professional, uses good design.	1
Total Points (15 points possible)	

Week Fifteen – 11/30 to 12/6 – Wrap-up and Sharing

Here we are at the end of the semester! Note that you are able to show you are a communication specialist with samples of an academic-style research paper, business style writing with your interview plan and summary and the strategic communication plan, sample materials, and a presentation summary. This week please create a presentation, could be video, PowerPoint, or other, of your experience of the semester to post on Sakai Forum, so that other students can see what you were working on during the semester.

Presentation Assignment on Forum – Due Tue., 12/1 at 11:55 pm – 5 points

Create a presentation, could be video, PowerPoint, or other of your experience of the semester to post on Sakai Forum. See assignment details at the end of the syllabus.

Semester Summary Presentation Assignment Grading

Semester Summary Presentation Grading Rubrics	Possible
Content provided highlights of the semester.	2
Presentation design captured attention; was visually interesting and engaging.	2
Presentation was handed in on time, directions followed, and professional.	1
Total Points (5 points possible)	

Week Sixteen – 12/7 to 12/13 – Practice and Industry Areas

No final. Happy Holidays!

MAJOR ASSIGNMENT DESCRIPTIONS AND RUBRICS

Research Paper Overview and Outline (APA Style, 13–15 pages)

This provides an overview of the Research Paper which you will work on the first part of the semester and investigate (through library/databases/ secondary sources) your practice and industry areas in an academic-style paper (APA style, double-spaced with in-text citations). There will be several assignments leading up to the final research paper, specifically, you will start out creating an Annotated Bibliography and then create an outline of the paper before completing the final Research Paper (note that there are separate directions and grading rubrics for each of these three assignments – Annotated Bibliography, Outline, Research Paper). The Research Paper will become an example for you to use in your communication portfolio – it will show that you can write in an academic style.

Objectives of the research paper include:

- To gain specialized in-depth knowledge of a selected practice area and industry.
- To identify resources, such as professional and industry databases, websites, blogs, publications, journals, organizations, thought leaders, and practitioners.
- To develop questions for interviews with professionals.

The following is the required sequence for research and writing. These should be the headings/subheads that structure and organize your paper and focus your research.

Title/Title Page (1 page)

Introduction (to the Topic and Practice and Industry Area) (2-3 pages)

Include focus, identify practice and industry areas, and at least 2 objectives of the research. Describe the practice area in-depth and identify and explain key terms/jargon of the practice and industry areas.

Current Context (4-5 pages)

This section examines the current state of the industry, including primary companies and brands; financial or other data, such as industry/company revenue, number of employees, number of locations; current buyers/user demographics; consumer spending in general area and for specific brands; current communication efforts/communication budgets; career opportunities for ad/PR/IMC practitioners; and related events/activities. Issues, market factors, and trends affecting the industry and practice should also be included.

Best Practices (2-3 pages)

Identify and describe 3 specific best practices or your area, such as advertising, social media, or PR campaigns. These may or may not be in your industry area. Explain lessons learned for each campaign that you can apply in the future to one of your own campaign efforts.

Future Outlook (Challenges and Opportunities) (2-3 pages)

This part looks at the future challenges that might be evident in this field and identifies some gaps that could be filled, creative opportunities, and marketing communication strategies for public relations, advertising, or marketing campaigns and activities. (This should give you specific ideas for your strategic communication plan and creative materials.)

References (2-6 pages)

While the above is an overview of the major sections of the Research Paper, below is a more detailed outline. As noted, early in the process of writing your Research Paper, you will create an outline of the major concepts and supporting ideas. The outline will be the foundation for your Research Paper and should provide background information and ideas for your interviews (a separate assignment). Keep a list of specific questions you have as you are doing your research and collecting data.

Research Paper Outline

Title Page (1 page)

Introduction (2-3 pages)

Research Focus and Objectives (2)

Identify practice and industry areas you are writing about/focusing on and think of two (2) research objectives or what you hope to report in the paper (e.g., in-depth understanding for current advertising practices; more knowledge of the auto industry). You are not arguing in this paper, just compiling secondary research.

Practice Area

Describe with sources your area of practice. This should be at least 1+ pages. Consider WARC.

Key Terms/Jargon (practice and industry areas)

Current Context (4-5 pages)

Primary Companies/Brands

Describe in qualitative terms, rich descriptions, personalities, etc. Check IBIS, Passport, co. websites.

Financial and Other data

Industry/company revenue, market share, number of employees, number of locations, etc. Use IBIS, Passport, Sports Market Analytics.

Market Demographics

Who is the current customer/audience? Consider using MRI, Statista, Mintel.

Consumer Spending

In general and for specific brands. Check Statista, Mintel.

Current Media/Communication Budgets/Activities

Use Winmo (Redbooks).

Career Options

What/where are opportunities for ad/PR/IMC practitioners? Find ads/job listings for position titles and job descriptions.

Major Events and Activities

Established, annual events, like Super Bowl, Toy Fair, Primary Elections, Restaurant Week, Chicago Auto Show, Consumer Electronic Show, SXSW, and the like.

Issues Affecting the Industry (3)

Need three! Consider IBIS, Mintel, WARC, Passport. Business Source Complete.

Industry or Relevant Current Trends (3)

Need three! Use IBIS, Mintel, WARC, Passport.

Best Practices (2-3 pages)

Company, Organization, or Agency

Campaign/Activities. Describe a great campaign in your practice area, like advertising. They do not necessarily have to be in your industry area, but can be. Consider WARC, AdForum, Hitwise.

Lessons Learned. Explain take-aways or lessons learned that you can apply to your own campaign development.

Company, Organization, or Agency

Campaign/Activities.

Lessons Learned.

Company, Organization, or Agency

Campaign/Activities.

Lessons Learned.

Future Outlook (2-3 pages)

Major Challenges and Needs (2)

Need two! Do not repeat issues in the previous sections.

Industry Opportunities (2)

Need two, one should be relevant to and show how your creative project/activities can help meet needs or fill in a gap in the marketplace).

References (2-6 pages)

Annotated Bibliography Assignment

To write a successful research paper, you will need to find resources, read the information, and make sense of it all. One way to help this process is to create an annotated bibliography, or write a short description of the

content, such as from a book or book chapter, newspaper/magazine article, internet site, blog, white paper, library database, or other **credible source with authors**. Use trade, professional, and current **credible** sources, these need not be academic articles, although if relevant, a few of these are acceptable (but don't focus on these).

Collect and read **at least 10 sources**. The more information you have, the richer your research paper and interview questions. Use the next several weeks to collect information and submit your annotated bibliography by the due date of **September 15**. You will continue to add sources to a list of references.

For your final document include a cleaned-up version of your Annotated Bibliography and a list of references that collects all your references. As you go through the process, consider where in the outline you will use the information and be aware of areas that need more content and additional sources.

Below is an example of a short annotated bibliography. Use **APA style for listing the source** and then write a description underneath it. Grading rubrics is provided below.

Alessandri, S. W. (2009). *Visual identity: Promoting and protecting the public face of an organization*.

Armonk, NY: M.E. Sharp.

This book provides a summary and explanation for visual identity, including multiple parts of the concept. The text describes how visual identity is an important part of integrated marketing communication and how it is relevant for advertising, public relations, architecture, and promotions. It provides several case studies, including details of the process for launching a new visual identity and changing an existing visual identity. There are four chapters alone that focus on protecting visual identity, trademarks and copy right law. A unique feature of this book is the appendix, which provides an Organizational Visual Identity Checklist. The information will be used in the practice area description, key terms, as well as in other sections of the paper.

Annotated Bibliography Grading Rubrics	Possible
List of sources is relevant and comprehensive (10) for initial stage.	1
Sources have authors (only two non-authors allowed).	1
Descriptions are rich, unique, understandable, and do not all start the same (this will result in -5 points) .	1
Descriptions are free from spelling and grammar errors and list is in alphabetical order .	1
APA style used is appropriate for the type of source and formatted correctly. Presentation is neat and professional.	1
Total Score (5 points possible)	

Professional Associations Assignment Directions

Objectives of compiling a list of professional organizations/trade associations:

- Be familiar with professional resources.
- Explore how professional resources can offer information, events, and activities that are used by practitioners.

Identify **at least 5 major professional associations** (sometimes referred to as trade associations) in your practice focus (like advertising, public relations, event planning, crisis communication) **and** industry area (such as airlines, finance, automobile, real estate, fast food). These resources should provide you with white papers and other information about the field, such as established annual events like trade shows, conferences and other occasions that you can use in your paper.

Include url/contact information and a short description of each organization. Organize and arranged the details in business-style – single space with headings. It should be 1-2 pages.

Due Date

Submit on Sakai by – **September 22.**

Professional Associations Grading Rubric	Possible
Includes list of at least 5 professional associations with website url/other contact details.	1
Provides organizations in both practice and industry areas.	1
Includes short description of each association good for future reference.	1
Neatness and presentation considered.	1
Total Score (4 points possible)	

Paper Outline Assignment

To help the process of writing your research paper, you will need to develop an outline that plans general content areas. Use the outline format provided at the start of the semester and incorporate your subject area and specific content. You may and should be writing your draft paper at the same time. The outline is a plan for where you are going with your writing and it will help you identify areas that need more information and sources.

Specifically, you need to hand in an outline for your research paper, including a **title and specifics for the four sections as detailed in the outline.** You should adapt the outline for your subject area, expanding in areas that help show the specifics you are going to include in the paper. The outline is due **September 29.**

You should follow the outline in the order provided and need to get approval from the instructor for deviations. The outline will be graded on how well you have planned out the paper and thought about each area.

Outline Grading Rubrics	Possible
Title is included, catches attention, and relevant.	1
Introduction	
Research Focus Identifies research focus/practice and industry areas.	1
Research Objectives Includes two or more specific research objectives.	1
Practice Area Includes practice area and points that will be expanded on.	1
Key Terms Includes key terms in practice and industry area to be described.	1
Current Context	
Primary Companies/Brands Identifies primary industry companies/brands/personalities.	1
Financial and Other Data Shows financial or other industry data/numbers.	1
Market Demographics Provides current customer/audience/market demographics/info.	1
Consumer Spending Includes consumer spending in general and for specific brands.	1
Media/Communication Budgets and Activities Provides media/com. budgets/ efforts.	1
Career Options Gives specific career options (position titles).	1
Major Events and Activities Includes major events and activities (established, annual events, like Super Bowl, Toy Fair, Primary Elections, Restaurant Week, Chicago Auto Show, Consumer Electronic Show, SXSW, and the like).	1
Issues Gives three issue topics.	1
Trends Lists three trends.	1
Best Practices	
Best Practices Provides three organizations or brands/campaigns and lessons learned that will be covered.	3
Future Outlook	
Future Challenges/Needs Includes two ideas.	1
Opportunities Lists two ideas and one leads to a strategic communication plan and creative	1

project idea.	
Total Points (19 points possible)	

Research Paper Assignment

It is a time to pull all your information together and write with a deadline. Specifically, this assignment requires that you create a research paper.

Format should be double spaced and use in-text citations (e.g., Jones, 2016) **according to APA style**. The research paper's four sections, title page are due on **October 13**. The paper will be graded on the following parameters. Please provide a list of references (not annotated).

Research Paper Grading Rubrics	Possible
Title page and title are included; title catches attention and is relevant.	1
Introduction	
Research Focus Identifies research focus/practice/industry areas.	1
Research Objectives Includes two or more specific research goals .	1
Practice Area Fully describes practice area with sources.	1
Key Terms Includes key terms and descriptions in practice and industry.	1
Current Context	
Primary Companies/Brands Identifies/describes in qualitative terms (personalities, identities, etc.) primary companies and brands in industry.	1
Financial and Other Data Provides financial or other data for companies/brands and industry.	1
Market Demographics Details current customer/audience/market demographics, lifestyles, and other descriptions.	1
Consumer Spending Includes consumer spending in general and for specific brands.	1
Media/Communication Budgets and Activities Provides spending and descriptions for media/communication budgets and activities.	1
Career Options Gives specific career options, includes specific position titles and job descriptions.	1
Major Events and Activities Includes major established annual events and activities, like Super Bowl, Toy Fair, Primary Elections, Restaurant Week, Chicago Auto Show, Consumer Electronic Show, SXSW, etc.	1
Issues Describes with sources three issue topics .	1
Trends Explains three trends with sources.	1
Best Practices	
Best Practices Describes three organizations or brands/campaigns and explains lessons learned for each.	3
Future Outlook	
Future Challenges/Needs Describes two ideas with sources.	1
Opportunities Explains two ideas and one leads to a strategic communication plan and creative project idea.	1
Style and Reference Page	
APA style is used and reference pages are included and in good format.	1
Total Points (20 points possible)	

Interview Plan, Interviews, and Summary Assignments

Please read the separate *Guidelines for Effective Information Interviews* in a separate document. You will need to develop objectives, questions, and a plan for interviews that is **due October 20**. Use a professional-style

writing format (single spaced, headings).

The plan needs to include 1) objectives for the interviews, 2) at list of 6 or more well thought out general questions, 3) at least 4 additional questions that are needed for specific interviewees (for example, if you are interviewing ad agency account managers and creative professionals, you should require different questions as they have different roles), and 4) a plan listing who (with name, title, contact information, and company name) you are going to talk to and when (**3 interviews total required**).

This document will show that you are prepared. I expect that there will be changes and additions to your plans, but I also want to see that you have interviews scheduled.

Interview Plan Grading Rubrics	Possible
Includes one or more objectives for the interviews.	1
Includes 6 or more general questions .	2
Includes at least 4 additional specific questions for particular interviews.	2
Questions are insightful.	1
Includes a list of 3 professionals to be interviewed, including their name, title, company, phone number or email and tentative date the interview will be conducted.	3
Neat presentation and professional style.	1
Total Points (10 points possible)	

The second part of this assignment is to conduct the interviews and write a summary of the highlights. Note, this is not a transcript. Instead, synthesize the interview and capture the important points you can learn from and use, and help answer your research questions for the research paper and semester. You need to also include at least one quote in each summary

The summary part of the assignment is due **November 10**. Include your plan (objectives and questions) and summaries as this will make a great piece for your portfolio. The grading rubric is below and you will see that many of the parts are repeated, as this is the Interview Plan and Summary. It will give you an opportunity to make revisions from the parts that were previously submitted and sharpen them up.

Interview Plan and Summary Grading Rubrics	Possible
Includes one or more objectives for the interviews.	1
Includes 6 or more general questions .	2
Includes at least 4 additional specific questions for particular interviews.	2
Questions are insightful.	1
Includes 3 professionals interviewed with their name, title, company, phone number or email and date of the interview.	3
Summaries for each of the 3 interviews are well written and insightful.	3
Includes at least one quote in each summary.	3
Neat presentation and professional style.	1
Total Points (16 points possible)	

Strategic Communication Plan and Sample Materials Assignment Directions

Strategic Communication Plan and Sample Materials, it can also be considered a Business or Professional Portfolio (Professional-style, single space, headings)

Objectives

- To apply new knowledge gained through the research and interviews.
- To demonstrate communication skills and professional competence.
- To create relevant portfolio materials.
- To develop creative communication materials in a real context dealing with a current issue, person, organization, product, service or program.

The professional portfolio includes two parts:

1) Strategic Communication Plan

Create an integrated strategic communication plan for public relations, advertising, social media or other platform. **Use business format writing (designed, single space, short sentences, bullet points, tables, charts)!** This is a **recommendation**, write in a confident, active voice, be sure it can be understood by anyone who may see it or need to use it, such as investors, consultants, etc. It should include these sections:

- a. Introduction
- b. Situation Analysis
- c. Objectives
- d. Target Public/Audience
- e. Message Strategy (Positioning, Copy Points, etc.)
- f. Media/Communication Channels
- g. Creative Tactics
- h. Timetable/Schedule
- i. Measurement

2) Creative Materials (2)

Bring your plan to life and create two representative integrated communication products or campaign materials; might include press releases, media alerts, PSAs, film, storyboard, digital/print ads, media kit, media list, pitch letter, brochure, poster, flier, newsletter, CD, website, podcast, blog, text messages, twitter texts, or other related materials.

Due Dates

Submit plan and sample materials on Sakai – **due Tues., November 24.**

Strategic Communication Plan and Sample Materials Grading Rubric	Possible
Strategic Communication Plan is complete with introduction, situation analysis, objectives, target, message strategy, media channels, creative tactics, schedule, and measurement.	10
At least 2 creative materials are provided and are innovative and relevant to target.	4
Presentation is neat and professional, uses good design.	1
Total Points (15 points possible)	

Semester Summary Presentation Assignment Directions

Create a presentation summarizing the highlights of your capstone work and experience to post on Forum so other students in the course can see what you were doing during the semester.

Share your favorite accomplishments or learnings of the semester. Consider interesting findings from your paper, interviews, or how you found a niche in the marketplace and created a strategic communication plan and materials to capitalize on the opportunity and apply your knowledge. Explain how you achieved your research, learning, or personal objects for the semester.

Create a 1-3 minute-video, PowerPoint, or other presentation format. Use audio or visuals or both, and photos and other content. Show your great communication skills! Make this a celebration of your capstone!

Due Dates

Post presentation on Sakai **Forum due by Tues., December 1.**

Semester Summary Presentation Grading Rubrics	Possible
Content provided highlights of the semester.	2
Presentation design captured attention; was visually interesting and engaging.	2
Presentation was handed in on time, directions followed, and professional.	1
Total Points (5 points possible)	

TIMELINESS AND GRADES

In any semester, timely uploading to Sakai of your activities and assignments is essential to achieving a high grade, but especially in a summer course with an accelerated schedule as in this course. Do not fall behind. Missing or late assignments will result in a lower grade. **There will be a one-point deduction for each day an assignment is late.** If you need more time, contact the instructor in advance to work out any exceptions.

ACADEMIC INTEGRITY

Loyola University Chicago takes seriously the issues of plagiarism and academic integrity. Below is an excerpt, quoted directly, of the university's statement on integrity.

“The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

1. Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.”

Read through [Loyola's full statement on Academic Integrity](#) here.

ADDITIONAL COURSE POLICIES

Class Conduct

One important aspect of a Jesuit education is learning to respect the rights and opinions of others. Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (gendered, racial or ethnic) comments, especially comments directed at a classmate

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

Copyright

Copyright law was designed to give rights to the creators of written work, artistic work, computer programs, and other creative materials. The Copyright Act requires that people who use or make reference to the work of others must follow a set of guidelines designed to protect authors' rights. The complexities of copyright law in no way excuse users from following these rules. The safest practice is to remember (1) to refrain from distributing works used in class (whether distributed by the professor or used for research); they are likely copyright protected and (2) that any research or creative work should be cited according to [*please insert standards appropriate to your discipline, e.g., MLA guidelines*]. [Read more about LUC's copyright resources](#) online.

Intellectual Property

All lectures, notes, PowerPoints and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

Statement of Intent

By remaining in this course, students are agreeing to accept this syllabus as a contract and to abide by the guidelines outlined in the document. Students will be consulted should there be a necessary change to the syllabus.

STUDENT SUPPORT

Special Circumstances – Receiving Assistance

Students are urged to contact me should they have questions concerning course materials and procedures. If you have any special circumstance that may have some impact on your course work, please let me know so we can establish a plan for assignment completion. If you require assignment accommodations, please contact me early in the semester so that arrangements can be made with the Student Accessibility Center.

Technology Considerations

For this online asynchronous course, students will need access to a computer and the internet and ability to create video, such as a smart phone.

Technology Privacy and Support Information

For help with technical issues or problems with Sakai, contact the ITS HelpDesk at helpdesk@luc.edu or 773-508-4487.