

COMM 386-202 (3155) Advertising/PR Capstone Seminar

Loyola University Chicago, Spring 2016 (Tuesday 7:00-9:30, Corboy Law Center 211)

Dr. Pamela Morris (Office hours: Tue./Thur. 11:30-12:45 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

An overall grade for class participation will be given and will consider how actively involved students are in all discussions and work. Participation is valued and expected. In order to do well students should come to class prepared.

Procedures and Deadlines – All work is due at the beginning of class on assigned dates unless noted.

Assignments cannot be accepted by email. Hard copies must be submitted. 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. No work will be accepted two weeks after the due date.

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 – documentation is required. Any unexcused absences will result in a lower participation grade.

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 – Any use in whole or in part of another person's work or ideas constitutes plagiarism and will result in an automatic failure in this course. Students are expected to understand and follow the policy that can be found at: <http://www.luc.edu/soc/Policy.shtml>. Remember, integrity is one of the most important traits for success. You control your own honor and integrity.

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 (SSWD) can be found at <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 or 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:

10%	Initial Annotated Bibliography	100-95% = A	76-74% = C
10%	Research Report Outline Sections I-IV Draft	94-90% = A-	73-70% = C-
20%	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	79-77% = C+	
40%	Final Project (15% Research Report with Finished Annotated Bibliography – Sections I-V; 5% Professional Associations; 5% Interview Summary; 10% Portfolio Materials and Resume; 5% Presentation)		
100%			

COMM 386 Advertising/PR Capstone Seminar Spring 2016 Tentative Schedule*

Wk	Date	Meeting Instructions	Assignments DUE	Topics**
1	Jan 19	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 26	Full Group Session		Guest Speaker: Gabriella Annala Communication Specialist Librarian - review research guidelines. <u>Provide annotated bibliography and outline assignment directions.</u>
3	Feb 2	Individual Meetings #1		Meet with up to 10 students (10-12 min. each).
4	Feb 9	Individual Meetings #1		Meet with up to 10 students (10-12 min. each).
5	Feb 16	Individual Meetings by Appointment #1	Annotated Bibliography Due (Drop off your document in class or my office by 8:00)	Meet with up to 10 students (10-12 min. each).
6	Feb 23	Full Group Session	Research Report Outline Sections I-IV Draft Due	Return annotated bibliography. <u>Introduce tight draft assignment.</u> Sign up for presentations.
7	Mar 1	Full Group Session		Return outlines. <u>Provide interview guidelines and plan assignment directions.</u>
8	Mar 8	Spring Break – No CLASS		
9	Mar 15	Work Day		
10	Mar 22	Full Group Session	Interview Plan, Questions and List of Planned Interviews Due	<u>Provide final project directions.</u>
11	Mar 29	Full Group Session Start Individual Meetings #2	Research Report VERY TIGHT Draft Due	Return interview plan. Meet with up to 8 students starting at 7:30 (10-12 min. each)
12	Apr 5	Individual Meetings #2		Tight drafts ready for pick up. Meet with up to 10 students (10-12 min. each)
13	Apr 12	Individual Meetings #2		Meet with up to 10 students (10-12 min. each)
14	Apr 19	Full Group Session	Final Presentations 8-10 Minutes Due***	Final Presentations (6+ presentations)
15	Apr 26	Full Group Session	Final Projects, Presentations 8-10 Minutes Due***	Final Presentations (12 presentations)
16	May 3 7:00-9:00	Full Group Session	Final Projects, Presentations 8-10 Minutes Due***	Final Presentations (9 presentations)

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

Student meetings and presentations will be scheduled every 15 minutes: 6:45 (?), 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.

***For students presenting on April 19, final projects are due April 26, for all others all material is due the day you are scheduled to present.