

## Student Media Practicum | Meeman 901 Strategies

JRSM 4940-002/M50

Spring 2024

M/W 11:30 a.m. – 12:25 p.m. / Zoom (M50)

### Prof. Kim Marks Malone, APR, Fellow PRSA

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## COURSE REQUIREMENTS

### Catalog description

Work in practical assignments at student media organizations. Students must work at least 50 hours per credit hour, up to 6 credit hours. NOTE: Students may earn no. more than 6 hours of credit for JRSM 4930 or JRSM 4940 in combination.

### Course purpose

Meeman 901 Strategies is a student-run agency that provides you with real-world experience working with real-world clients. Meeman 901 Strategies is a fully functioning strategic communication agency that fulfills the requirement for practicum credit in the Department of Journalism and Strategic Media and may count as credit toward other degrees as determined by the department/college. As a team member in Meeman 901 Strategies, you will either lead or participate within multiple account teams.

### Prerequisites

Permit required and you must have completed 45 credit hours.

### Textbooks, software and required materials

- No textbook is required. All work should adhere to AP Style therefore it is recommended to have access to the [AP Stylebook online](#) or a hard copy of a current (last 3 years) Style Guide.
- Required reading: Meeman 901 Strategies Agency Operating Manual (spring 2024 edition) (*provided*). You are required to complete and return the Agency Operating Manual Acknowledgement Form the first week.
- Required tools:

- **Basecamp.** Agency-wide communication and project management platform. Free. [Create an account with your Memphis.edu email address](#). Join our Meeman 901 HQ. You will then be added to the appropriate projects.
- **Canvas.** Client work will NOT be submitted to Canvas. You will submit your end-of-term practicum report, portfolio, and evaluations on Canvas. There may be other work assigned on Canvas throughout the semester.
  - Go to the University of Memphis learning management system home page: <https://memphis.instructure.com>
  - Log in using your University of Memphis username and password.
  - On your course dashboard, click on the course card for Meeman 901 Strategies
- **GroupMe.** Agency-wide messaging app. Routine messaging will be done in GroupMe. You will join Meeman 901's GroupMe during agency onboarding and be assigned to appropriate 'topics.'
- **Canva.** A free [Canva](#) account is recommended. You will use Canva for creating social media graphics and other client products.
- **Loomly.** A social media scheduling platform. As required, you will be added to the appropriate client social media calendars on [Loomly](#).
- **Grammarly.** For editing and proofreading. [Grammarly](#) is free to use and is encouraged to check your writing.

## Time expectations

Meeman 901 Strategies operates as a full-service strategic communication agency. You are expected to work as hard as you would at an off-campus internship or job. You must complete 150 hours over the course of the semester, and you must record and account for your time on weekly timesheets.

Although 150 hours may sound daunting, it is easier to reach than you may think. Team meetings (scheduled class meeting time) equals 2 hours a week or 28 hours. This means that you should plan to work on agency projects approx. 9 hours a week *outside* of our scheduled meeting time. ***This means you will spend approx. 10 – 11 hours total each week on agency-related work.*** Note: If you are a remote team member (M50) and you do not join team meetings in real-time via Zoom, you may watch recorded team meetings and record the time on your time sheet as “attending” the meeting.

**Importance of not falling behind on hours.** An issue sometimes seen in Meeman 901 Strategies is the inability to fulfill the required number of hours by the end of the semester. This happens mainly due to procrastination, lack of initiative in suggesting additional client ideas/work or not communicating the need for additional work. The standard hours count per week is provided to help you exactly how much work you need to complete in the long run. Thus, if you fall behind one week, you should make up extra hours the next week – these issues will build over time.

## Absences

Life happens. You may need to *occasionally* be absent from team meetings. The firm director will note attendance at each Meeman 901 Strategies team meeting. You are allowed three **unexcused** absences during the semester with no penalty. After the third **unexcused** absence, there will be at least one letter grade deduction from your final grade. No exceptions. Excused absences include family emergencies or documented illness and university-related activities (sports, class field trip, etc.).

Meeman 901 Strategies is a working agency, and it is expected that your team may occasionally need to meet with clients during our scheduled team meeting time. This is an acceptable practice, and no absence penalty will result. Adviser and firm director notification is required.

If you need to be absent, communicate with your team **in advance** so everyone knows what's happening. You can do this in Slack. Please avoid TMI: ("I have the stomach flu and I just puked..."). Simply let the team know that you won't be at the meeting.

*Note: The absences policy does NOT apply to remote team members (M50).*

## Professional expectations

You are expected to represent the University of Memphis, the Department of Journalism and Strategic Media, and Meeman 901 Strategies in a professional manner throughout the semester. You must report to team and client meetings on time. You will be graded on the quality of work you develop for our clients, the relationships you build with and on behalf of our clients, and your ability to meet deadlines.

Check Basecamp and Slack regularly. Keep current with the latest developments and trends in the industry. Read industry blogs. Read local and national news sources to keep up with current events. A list of suggested readings is provided in the Meeman 901 HQ on Basecamp.

Clear, concise, grammatically correct writing is essential. Remember to edit and proofread your writing/content before submitting, sharing with clients, or posting to the web or social media platforms. All social media content must be scheduled for review and approved before posting.

## GRADING AND DELIVERABLES

We work for clients and don't use the term "assignments." Instead, the products that you complete are called "deliverables." Deliverables throughout the semester might include content calendars, social media content (posts, videos, photos, etc.), blogs, proposals, pitches, evaluations, etc.

You should be prepared for regular critiques of your work in agency meetings. Such critique is standard practice in all advertising and PR agencies. This collective critique facilitates everyone's

mastery of the concepts and skills involved. There is *never* a team discussion of grades. You each will be graded individually on all work and all work completed is reviewed holistically.

### **Evaluations**

At mid-term and the end of the semester, 360-degree evaluations will be completed to include peer, team lead, and firm director evaluations. Client evaluations will be done at the end of the semester or at the completion of client services, whichever comes first. These evaluations will be factored into your final grade. It is your responsibility to honestly evaluate your teammates and team leads in a professional and timely manner.

### **Team participation**

Since this is a work setting, please treat this as a job. You are expected to engage in discussions, participate in account/team meetings and activities, and to contribute meaningfully to team deliverables. This includes being prepared for discussions, asking meaningful questions, answering questions thoughtfully, responding thoughtfully to questions and comments, initiating relevant discussions, and active participation and engagement in all facets of the agency.

### **Original work**

As strategic media professionals, our reputation is key to our success. All work created for clients and agency activities must be original work. Any evidence of plagiarism will result in an F for the project and potentially the practicum. It could also lead to disciplinary action at the department, college, and university level.

### **AI use**

You are permitted to use ChatGPT and other AI tools to assist you in gathering information and brainstorming ideas, but you may not copy and paste information directly from the AI tool and present it as your own. You are responsible for the information you submit based on an AI query and for assuring that it does not contain misinformation or unethical content and that it does not violate intellectual property laws. Your use of AI tools must be properly documented and cited appropriately.

Ultimately, your grade in this practicum will reflect your ability to learn and grow over the course of the semester. Final grades will be assigned based on your overall performance to include (but not limited to) attendance, professionalism, completion of 150 hours, evaluations, course and client deliverables (quizzes, blogs, certifications, social media content, event planning, etc.), teamwork, and quality of work (error-free, on time).

### **Contacting me**

The best and quickest way to contact me is via email ([ksmarks@memphis.edu](mailto:ksmarks@memphis.edu)). Do not use the email in Canvas, use my memphis.edu. I will respond within 24 – 48 hours. You may also text me. If you text me, please include your name and your class. If you have a problem, do not let it snowball. Contact me ASAP.

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in JRSM 4940

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Effectively and correctly apply basic numerical and statistical concepts
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

### How professional values and competencies will be met

#### *Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Examine the environment in which they work and the role they play in helping to achieve success.
- Convert classroom experiences and skills to the workplace to better understand real-world applications.
- Identify personal strengths and limitations and how those relate to their professional trajectories.
- Articulate the macro and micro factors that shape the success or failure of an organization—economy, politics and community—and the impact that they can make on these factors.

#### *Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Report on the internship experience by detailing completed tasks, the general workplace environment and their overall takeaways.
- Develop a broader portfolio of work appropriate to their field: a broadcast tape; news clips; ad copy or designs; and public relations writing, layout, or other appropriate work that is approved by the supervisor.
- Manage at least 150+ hours worked in the practicum position.

How assessment of student learning will be met

#### *Awareness*

- Become aware of the environment in which they work and the role they play in helping to achieve success.

#### *Understanding*

- Understand their own strengths and limitations.
- Understand the position of their practicum in the broader media landscape.

#### *Application*

- Receive evaluation from supervisor.
- Develop a portfolio of work from the practicum.
- Produce final report detailing practicum experience.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

### Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

### Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

### Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

### Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

### Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

### Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

### Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

### AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

### Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

### Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

### Weather policy

Always check with local media, the University of Memphis website regarding inclement weather.



## Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.