

Meeman 901 Strategies

JOUR 4802/7209-001

Fall 2015

T-Th 1:00-3:15 p.m., Meeman 118 Thursdays/Crews Center Tuesdays.

Ronald Spielberger

Office: Meeman 322

Office hours: MW 11:30-12:30 F: 11:30-1:30

Office phone: 901-678-2403

Email: rsplbrgr@memphis.edu**COURSE REQUIREMENTS**

CATALOG/COURSE DESCRIPTION: Meeman 901 Strategies, a student run public relations firm, will gain hands-on experience by developing creative projects for campus and community clients at UM Crews Center for Entrepreneurship.

PREREQUISITE: This course is available to select journalism majors from advertising, news and public relations concentrations. By permit only.

TEXTBOOKS: No textbooks required. An *Associated Press Stylebook* is preferred.

CLASSROOM FORMAT:

This is a lecture/laboratory course. Students will complete creative work weekly and receive regular feedback on their work. Class sessions will consist of both lecture and laboratory time to be determined by the instructor.

GRADING:

Your success in this course will depend on your successfully completing creative projects, focusing on strong client relationships, and working well with fellow Meeman 901 members.

Grades for graduate students will be recorded as Pass or Fail. Graduate students in this course will be expected to take the lead in soliciting new clients, serving as the main point of contact with clients, and setting the tone for positive group interaction.

Grades for undergraduate students will be recorded as A, B, C, D or F.

Weekly Journal/Time Sheet Reports (25%): Each member of the firm will be expected to keep a weekly journal and timesheets that documents their firm activity and includes a few paragraphs that address their challenges/successes. The instructor will review your timesheets each week. You are expected to make oral reports each Tuesday based on your weekly journal.

Blogging/Volunteering (25%): Each member of the firm must write blog posts (at least four) for the Meeman 901 website and volunteer to help with client and other projects outside class time at least 20 hours during the semester.

Portfolio (25%): Each member of the firm should keep an online portfolio of all the projects they work on. This serves a dual purpose. It will be a method to evaluate work performed for clients during the semester, and it can be used in a professional portfolio to use to secure future employment.

Instructor's Evaluation (25%)

ATTENDANCE FOR JOUR 4802/7209

Your instructor keeps attendance records. Students must attend class regularly in order to successfully represent and service the firm's clients. You will get three free passes (no questions asked) during the semester. After you use these passes, each additional missed class will result in a half letter deduction from your semester grade.

OTHER:

Each member of Meeman 901 Strategies should follow the Code of Ethics and Conduct as established by the Public Relations Student Society of America (PRSSA).

You pledge:

To conduct yourself professionally with truth, accuracy, fairness and responsibility to the public, fellow members and to the Society; to improve your individual competency and advance the knowledge and proficiency in the field of public relations; and to adhere to the articles of the Member Code of Ethics/Conduct by the PRSSA National Committee.

TENTATIVE COURSE SCHEDULE

Week 1

- Introduction, defining journalism and news values

Week 2

- Understanding audience
- Segmentation

Week 3

- News production
- Mass communication theories: gatekeeping, agenda-setting, framing

Week 4

- Reporters and journalists
- How the new media environment has changed journalism and the role of PR

Week 5

- Media events
- News vehicles

Week 6

- Writing in media relations
- Exam 1

Week 7

- Tools available for media relations
- Twitter, Cision

Week 8

- Measurement/evaluation

Week 9

- Media relations campaign implementation

Week 10

- Media relations campaign implementation

Week 11

- Media relations campaign implementation

Week 12

- Media relations campaign implementation

Week 13

- Field trip

Week 14

- Exam review

Week 15

- Final presentations

FINAL EXAM

FIVE PILLARS FOR JOUR4802/7209

- **Professionalism:** Students learn the professional standards and routines of the entrepreneurship by discussing and creating a startup.
- **Writing:** Students must write a business plan and other thought-driven assignments.
- **Multimedia:** Students address multi-platform communication and the tools useful for businesses in the multimedia age.
- **Critical Thinking:** Students must research and evaluate the audience and market for their startup business.
- **Media Literacy:** Students are exposed to the vocabulary and tools of entrepreneurship as it relates to journalism and mass communication

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4802/7209:

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

- Apply basic numerical and statistical concepts.
- 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):

- Acquire awareness of the media marketplace and the need for innovation
- Establish a working knowledge of the startup process.
- Understand the basic principles of entrepreneurship.
- Develop and refine skills for pitching
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PERFORMANCE STANDARDS TO BE MET (demonstrable skills, abilities, techniques, applied competencies):

- Seminar discussion participation, to include presentations on assigned topics and/or readings.
- Create business plan including individual research into specified management or entrepreneurial topics regarding the application of theories and approaches in the management literature to media organizations.
- Tests, quizzes, and other assessments as needed

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET IN JOUR4802/7209:

The class is designed to teach students the business aspects of journalism and mass communication.

Awareness

- Becoming aware of journalism and mass communication industry situations.

Understanding

- Understanding the process of innovation, as well as the plan to start a business.

Application

- Creation of at a startup business pitch in the field of journalism and mass communication.

PROFESSIONAL VALUES AND COMPETENCIES FOR THE JOURNALISM PROGRAM:

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ASSESSMENT OF STUDENT LEARNING FOR THE JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

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DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

EMAIL:

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.