

Journalism 547

The Carolina Agency Fall 08 Syllabus

Jeffrey Ranta, office 3006 Coliseum, phone 777-4614, E-mail: ranta@mailbox.sc.edu,
jeff@mustardnrelish.com

Office Hours and Conferences:

Students are encouraged to meet with the instructor on an impromptu basis throughout the course as well as before and after class.

Formal office hours are: M, W, F 12:30-1:25 pm or by appt.

Course Description:

This course is a directed independent study that provides students the opportunity to be part of a functioning Ad/PR agency working for actual clients in a student-directed environment. TCA is student led and client-driven and gives each participant the opportunity to both lead and be a part of a team, servicing the communication needs of various clients in the for-profit and not-for-profit sectors.

Class Meetings:

M, W 1:25-2:40

Course Materials: Public Relations Cases Seventh Edition, Jerry A. Hendrix, Wadsworth publishing. Additional readings as assigned.

Course Components:

This class is largely self-directed and is described in two parts.

Part One: Weekly instruction will include time spent educating students on the fundamentals of agency existence and the minimal knowledge required to be successful in their role as an agency team member. Topics will include: pre-press, graphics, press release writing, media relations, client relations, team building, etc.

Part Two will involve producing a professional caliber body of work that consists of a full public relations or ad campaign for actual clients to include:

- Research (primary and secondary)
- Strategic Objectives and Tactics (quantifiable and research driven),
- Creative development and/or message development
- Media planning/Media relations research
- Implementation of those Objectives and Tactics or a detailed explanation of how it would be implemented (to include projected costs, manpower timeline etc.)
- Evaluation (to determine if campaign met the aforementioned objectives and tactics).
- Recommendations

Students will work either in small groups as part of a team, assuming the role of a member of an account team or they also have the option, with instructor approval, to work an entire campaign on their own.

Finished products.

Upon course completion each student will produce a portfolio of work accomplished during the semester and it will be presented at an event at the end of the semester.

Grades will be determined using the following scale.

- Attendance: 20 percent
- Participation: 20 percent
- Peer evaluation: 10 percent
- Client Evaluation: 20 percent
- Work: 30 percent

Class Policies

Attendance: Consistent attendance is encouraged and expected. You are responsible for material and information discussed in any class session you miss including announcements, schedule changes, etc.

Until final presentation, the instructor will solicit various components from each campaign team to provide guidance and direction. It is critical for students to keep up with and stay on track for these assignments.

Academic Responsibility and Honesty:

Students are expected to follow the University of South Carolina Student Affairs Policy on Academic Responsibility in completing assignments for this course. The rule of Academic Responsibility can be found in the Student Handbook and Policy Guide. Students who violate academic policy will be subject to discipline. The University of South Carolina’s academic honesty policy allows no tolerance for cheating on tests and quizzes, falsification of information or citations, facilitating or assisting someone else’s academic dishonesty or plagiarism.

Date	Event, Seminar topic	Reading Assignments
8/25,27	Agency recruitment, client introduction	Chapters 1,2
9/1,3 (no classes on 9/1)	Finish client presentations to students	
9/8,10	Client Updates/agency structure	Chapters 3-5
9/15,17	Client Updates/research/anatomy of a campaign	
9/22,24	Client Updates/media relations/press release writing	
9/29, 10/1	Client Updates/media buying/media placement	
10/6,8	Client Updates/web publishing/web	Chapters 6-9

	site design	
10/13,15	Client updates/print ads/newspaper and magazine	
10/20,22	Client updates/prepress	Selected Ad readings
10/27, 29	Client updates/writing for broadcast/ television spots, radio spots	Selected Ad readings
11/3,5	Client updates/blogging, social media	Selected Ad readings
11/10,12	Client updates/ event planning/Internal relations	
11/17,19	Client updates/fundraising/Investor relations	
11/24,26	Client updates/Evaluation/ROI	
12/1, 3	Portfolio presentations	