

**Course: ADV370J/PR367 — Integrated Communications Management**

**Spring 2019**

**TuTh 3:30 – 5:00 CMA 3.124**

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**Office Hours: TuTh 2:00 – 3:00 MW 1:00 – 2:00 or whenever we can arrange it**

About this class:

The communications industry is dynamic, challenging, fascinating, frustrating. It can be hard, but ultimately it's very rewarding. I want this class to be the same. I'm still a working professional (I only teach part-time) with more than 30 years of advertising agency and PR experience, so much of what I teach comes from what's actually happening in the marketing communications world.

One of the most important skills you can have as a professional, no matter what you do, is the ability to develop an informed point of view, and then articulate that POV persuasively in writing and in person. If we all do our jobs in this class, you will accomplish that, or at least get better at it. And you'll need that skill when you leave UT.

**Reading:** There is no textbook for this class. There will reading, to be sure, but that will either be distributed by email or posted on Canvas, usually in the form of Internet links. You should all be reading about the parts of the business that interest you most, so I expect you to take the initiative to find relevant articles on your own.

**How it happens:**

This course is one of UT's Writing Flag courses, so writing will be important, but it won't be the only thing we do.

The heart of that writing will be an understanding and use of the *case method*. There's nothing magic about that approach; it's simply a very effective way to organize information, determine what's important and what's not and then get to your point clearly and succinctly.

We will look at several advertising and public relations challenges similar to what you will encounter on the client and/or agency side of our business. We'll talk about them in class, then you'll go and solve them. Sometimes on your own, sometimes as part of a small team. Mostly that will be in writing, but you may also be called on to present your work to the class.

The class will culminate with a group assignment – a written report and a presentation – that will put together the pieces we've covered in an integrated marketing plan. That's how the class gets its name. This semester's client is Beetnik Foods, [www.beetnikfoods.com](http://www.beetnikfoods.com) More on them in separate documents.

A few other things to know:

- **I have never had a class that participates as much as I'd like.** **Participation** isn't the same thing as attendance. Participating is giving your opinion, asking questions, challenging me and your classmates. I want each of you to speak up, and I'll reward you if you do. But mostly I get crickets. So I'll more or less force you: Five times during the semester I'm going to toss out to the class (via Canvas) a question or a problem or challenge or just something interesting I find from the branding world. It might be some intriguing new work I've seen, or news about a brand in crisis – it will vary. You'll then have a couple of days to weigh in with a comment, opinion, review – some point-of-view of at least a little substance, which you will also do digitally. I want to know what you think and why you think it. "I liked the music," won't cut it. But tell me how the particular choice of music enhanced the ad, or how the music choice distracted from the story and you'll score points with me. You aren't limited to one comment per topic, but remember, I'm looking for substance in a response, not volume.
- You are about to enter a world that is much more often a team sport than an individual effort. The ability to effectively collaborate in groups, to marshal and exploit diverse points of view and personalities, to be a good leader or follower as a situation demands are all crucial to your success after graduation.
- Don't believe the cliché – curiosity didn't kill the cat, it made the cat smarter. You've also chosen a field where curiosity is a prized characteristic, so come to class prepared for discussion. Know what's going on in the communications world and have an opinion about it. Get comfortable with challenging assumptions in a positive way and be ready to back up your opinions/suggestions/beliefs. Always be prepared to respond to the simple question, "Why do you recommend that?"
- Readings are short and to the point. Just like our business. Class discussions require your own opinion, bolstered by a command of the material assigned or the topic at hand. Add that to a clear, concise, active presentation style and you'll do well.
- Finally, there are selfish objectives. I want each of you to eventually find jobs in the industry and immediately start making an impact. Blow shit up. Make us better. That's good for you, but it also makes me look good. And UT as well. Everybody wins if you come out smarter than when you came in.

Evaluation:	Individual and group written case briefs	= 40%
	Small group project	= 10%
	Team Project: written analysis and presentation (50:50)	= 40%
	Class participation (see note above)	= 10%
	<b>Total</b>	<b>= 100%</b>

Some more important info:

1. I don't grade on a curve. You get the grade you earn, and vice versa.
2. There is a certain degree of subjectivity in grading written assignments. What I'm looking for is not necessarily a right or wrong answer, but rather a demonstration that you can determine what information is and isn't important in forming your recommendations, being able to back up those recommendations with facts and/or well thought-out opinions, and the ability to clearly and succinctly state those recommendations.
3. Language is a loose and fluid thing. Sometimes formality is important, and sometimes you can (and should) be informal. But proper spelling, and punctuation are always important. At my firm, many managers and directors eliminate job candidates who have even one typo in a resume or cover letter; that's how important it is. I'm not *that* severe, but I tend to be a harsh editor.
4. I don't like to take attendance. You are paying to go to school, so ultimately it's your choice if you show up or not. But because almost every assignment will be discussed extensively in class, excessive absences can affect your final grade, maybe significantly. It's the same in the working world. You can choose not to show up at work if you want to. But do that too much and you'll get fired. **So here's my compromise: I'll take roll six times during the semester, on random days. Miss three of those and you'll drop a letter grade. Your class participation grade will likely suffer too. Ouch. I do understand that things come up, people get sick. Just let me know. You'll find me to be very understanding.**
5. Make a habit of checking your email before class. If for any reason class has to be cancelled, I will send out an all-class email no later than 30 minutes prior the start of class.
6. It's perfectly fine to seek outside advice, counsel or input. In fact, it's encouraged. But the final output needs to be your original work. Breaches of UT's *Standard of Academic Integrity* and will be dealt with accordingly. Don't make me go all Dean Wormer on you.
7. Get your work done on time. If there are extenuating circumstances, contact me as soon as possible to talk about it. Never jeopardize your safety and health by driving recklessly or being on campus at an unsafe hour in an attempt to meet a class deadline.
8. I expect to see some coffee, tea, Red Bull. Eat before you get here. And pick up after yourselves.
9. I promise not to take or make calls, texts or emails during class. I expect the same from you. Likewise, I want to be accessible, but use discretion. Like you, I have a life away from the classroom. Well, maybe it's not like yours, but you get the point.
10. Numeric grades are posted on Canvas. Final grades are recorded as a letter grade, *including plusses and minuses*. Those are available at the Office of the Registrar's "See my grades" page located at: <http://registrar.utexas.edu/students/grades/report>.
11. Participation in UT-Austin's Electronic Course Instructor Survey (eCIS) is required.
12. As in real life, things can and do change. The schedule is tentative and can change based on client and guest availability, production schedules and unexpected opportunities. Students are responsible for changes to the course Schedule as announced in class.

The legal stuff:

#### University of Texas Honor Code

The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

#### Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://www.utexas.edu/diversity/ddce/ssd/>.

Mandatory Reading: All students agree to read then abide by the University of Texas at Austin's *Standard of Academic Integrity* and understand the nature of *Academic Dishonesty* as defined by UT-Austin at:  
[http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php) and  
[http://deanofstudents.utexas.edu/sjs/acadint\\_what\\_is.php](http://deanofstudents.utexas.edu/sjs/acadint_what_is.php)

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, a meeting, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

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#### Helpful people and places:

- College of Communication Instructional Media Center:  
<http://communication.utexas.edu/technology/imc/>
- Fresh-ups: UT College of Communication Software Workshops:  
<http://www.facebook.com/pages/The-Fresh-Ups-UT-College-of-Communication-Software-Workshops/147245465319771>
- UT Counseling and Mental Health Center, 24-Hour Telephone Counseling: 512-471-2255
- Behavioral concerns advice line: 512-232-5050
- Undergraduate Writing Center, FAC 211, 471-6222: [www.uwc.utexas.edu](http://www.uwc.utexas.edu)
- Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>

If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, UT has options available for support. Our CARE

Counselor in the Moody College of Communication is: Abby Simpson, LCSW | CMA 4.134 | 512.471.7642  
(leave a message if she is unavailable)

#### Need Immediate Help?

- Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471- 3515 | [cmhc.utexas.edu](http://cmhc.utexas.edu)
- CMHC Crisis Line: 24/7 | 512.471.2255 | [cmhc.utexas.edu/24hourcounseling.html](http://cmhc.utexas.edu/24hourcounseling.html)