



## **Course Syllabus: MSU Client Services Practicum I**

**College of Fine Arts**

**MCOM 4823, Section 101**

**MW, 1-2:20 p.m., D202 Fain Fine Arts Center**

**Fall 2026, 8/24/2026 - 12/7/2026**

### **Contact Information**

Instructor: John M. King, Ph.D.

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### **Course Description**

MCOM 4823

3(3-0) Prerequisite(s): [MCOM 3223](#), Junior Standing. Students participate in campaigns, event-planning, promotion and other agency services for advertising and public relations clients as part of the department's student-run creative boutique agency.

### **Course Learning Objectives**

- 1/ Students will be able to effectively pitch campaign ideas to campaign clients.
- 2/ Students will be able to conduct effective research for campaign clients.
- 3/ Students will be able to write effective objectives for campaign clients.
- 4/ Students will be able to write effective strategies for campaign clients.
- 5/ Students will be able to conduct effective tactics for campaign clients.
- 6/ Students will be able to conduct effective evaluation for campaign clients.
- 7/ Students will be able to interact professionally with campaign clients.

### **Textbook & Instructional Materials**

#### **Required**

Associated Press Stylebook, 57<sup>th</sup> Edition, 2024-2026. Paperback copy required.

### **Student Handbook**

Refer to: [Student Handbook](#)

### **Academic Misconduct Policy & Procedures**

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without

following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct. [Office of Student Conduct](#)

### **Grading**

Table 1: Assignments/Grade weights.

| <b>Assignments</b>                            | <b>Weight</b> |
|-----------------------------------------------|---------------|
| Campaign Plans for Clients Research           | 10%           |
| Campaign Plans for Clients Objectives         | 10%           |
| Campaign Pitches for Clients                  | 20%           |
| Campaign Plans for Clients Execution          | 30%           |
| Campaign Plans for Clients Evaluation         | 10%           |
| Individual student engagement/professionalism | 20%           |
| Total %                                       | 100%          |

Table 2: Total percentage for final grade.

| <b>Grade</b> | <b>Percentage</b> |
|--------------|-------------------|
| A            | 90-100            |
| B            | 80-89.9           |
| C            | 70-79.9           |
| D            | 60-69.9           |
| F            | Less than 60      |

### **Exams**

There will be no exams.

### **Projects Required**

Students will work on a campaign for a client or clients throughout the entire semester. Work will be graded on the basis of the quality of campaign planning, campaign pitches, campaign executions and campaign evaluations (80%). Students will also be graded on individual student engagement and professionalism (20% of your course grade).

### **Extra Credit**

There will be no extra credit assignments.

### **Late Work**

No late work will be accepted and will receive a zero grade.

### **Make Up Work**

There will be no makeups for the campaigns for clients.

### **Important Dates**

Last day for term schedule changes: 8/24-27/2026

Deadline to file for graduation: 9/21/2026

Last Day to drop with a grade of "W:" 11/23/2026

See [Drops, Withdrawals & Void](#) for more information.

### **Desire-to-Learn (D2L)**

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

### **Attendance**

Students are required to attend all meetings of the classes in which they are enrolled on-time. Students who miss more than three class meetings during the semester may be dropped from the course.

### **Instructor Class Policies**

Students are expected to fully engage in the course by preparing and actively participating in all stages of the campaign, arriving on time and attending each class. Professional, respectful behavior is expected. Do not play with phones, laptops, tablets or any other devices during class.

### **Change of Schedule**

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

### **Refund and Repayment Policy**

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

## **Services for Students with Disabilities**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Northwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

## **College Policies**

### *Campus Carry Rules/Policies*

Refer to: [Campus Carry Rules and Policies](#)

### *Smoking/Tobacco Policy*

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

### *Alcohol and Drug Policy*

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Northwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

### *Campus Carry*

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

### *Active Shooter*

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch

the video entitled "*Run. Hide. Fight.*" which may be electronically accessed via the University police department's webpage: ["Run. Hide. Fight."](#)

### Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

**\*Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

### Course Schedule

Be sure to prepare for each class BEFORE coming to each class meeting.

| Week                              | Activities/Assignments/Exams                                                                                                                   | Due Date         |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>Week 1</b><br>8/24<br>8/26     | Welcome, Intro, the Plan for this Course<br>Discussion about potential client(s)                                                               | 8/24<br>8/26     |
| <b>Week 2</b><br>8/31<br><br>9/2  | Professional Expectations working with clients and executing campaigns<br><br>ROPE Model of Public Relations Campaigns review                  | 8/31<br><br>9/2  |
| <b>Week 3</b><br>9/7<br>9/9       | Labor Day holiday<br>Deadline for securing client(s)                                                                                           | 9/7<br>9/9       |
| <b>Week 4</b><br>9/14<br><br>9/16 | Advertising Creative Brief review<br><br>Deadline Student Team Positions/Responsibilities<br>Developing strategic campaign timelines/deadlines | 9/14<br><br>9/16 |
| <b>Week 5</b><br>9/21<br>9/23     | Work on campaigns for clients<br>Work on campaigns for clients                                                                                 | 9/21<br>9/23     |
| <b>Week 6</b><br>9/28<br>9/30     | Work on campaigns for clients<br>Work on campaigns for clients                                                                                 | 9/28<br>9/30     |
| <b>Week 7</b><br>10/5<br>10/7     | Work on campaigns for clients<br>Work on campaigns for clients                                                                                 | 10/5<br>10/7     |
| <b>Week 8</b><br>10/12<br>10/14   | Work on campaigns for clients<br>Work on campaigns for clients                                                                                 | 10/12<br>10/14   |

| Week                                                       | Activities/Assignments/Exams                                                | Due Date         |
|------------------------------------------------------------|-----------------------------------------------------------------------------|------------------|
| <b>Week 9</b><br>10/19<br>10/21                            | Work on campaigns for clients<br>Work on campaigns for clients              | 10/19<br>10/21   |
| <b>Week 10</b><br>10/26<br>10/28                           | Work on campaigns for clients<br>Work on campaigns for clients              | 10/26<br>10/28   |
| <b>Week 11</b><br>11/2<br>11/4                             | Work on campaigns for clients<br>Work on campaigns for clients              | 11/2<br>11/4     |
| <b>Week 12</b><br>11/9<br>11/11                            | Work on campaigns for clients<br>Work on campaigns for clients              | 11/9<br>11/11    |
| <b>Week 13</b><br>11/16<br>11/18                           | Work on campaigns for clients<br>Work on campaigns for clients              | 11/16<br>11/18   |
| <b>Week 14</b><br>11/23<br>11/25                           | Work on campaigns for clients<br>Thanksgiving holiday                       | 11/23<br>11/25   |
| <b>Week 15</b><br>11/30<br>12/2                            | Work on campaigns for clients<br><b>Final Term Project presentation due</b> | 11/30<br>12/2    |
| <b>Week 16</b><br>Final Exam<br>Period<br>12/7<br>1-3 p.m. | <b>Final Exam Period</b><br><b>Final Term Project presentation</b>          | 12/7<br>1-3 p.m. |