

**Midwestern State University**  
Mass Communication

MSU Client Services Practicum I – MCOM 4823  
SPRING 2023 FA D202, W 2:30PM – 5:20PM

**Instructor: Chaz Lilly**

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**Office Hours:**

M 10AM-2PM  
TR 2PM-5PM  
W 10 AM-2PM

**Course Identification:**

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 Objectives:**

- This course helps students to learn advertising agency processes and business fundamentals. Working as a member of an agency team, students will develop a comprehensive integrated marketing campaign for real-life clients.
- Agency teams conduct research, evaluate their findings, and develop an integrated marketing communications strategy along with creative materials for a multimedia campaign.
- Students will learn and apply basic advertising and marketing concepts utilized in advertising agencies.
- Students will learn proper habits and skills in a professional environment.
- Students will understand the function of creativity as it relates to brands, consumers, and the market.
- Students will learn to implement creative tactics to develop persuasive messages across multiple media platforms.

**Course Requirements & Grading:**

**Required Text:**

Advertising Account Planning : A Practical Guide  
Kelley, Larry D.  
Jugenheimer, Donald W.  
Related ISBNs:  
9780765617293. 9780765622099.

[https://msutexas.idm.oclc.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&AuthType=ip\\_cookie.uid&db=nlebk&AN=199725&site=ehost-live&scope=site](https://msutexas.idm.oclc.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&AuthType=ip_cookie.uid&db=nlebk&AN=199725&site=ehost-live&scope=site)

Other sources we will be using:

- [www.adcareers.gr/gr/home](http://www.adcareers.gr/gr/home)
- [www.adsoftheworld.com](http://www.adsoftheworld.com)
- [www.adweek.com](http://www.adweek.com)
- [www.adage.com](http://www.adage.com)
- [www.thedrum.com](http://www.thedrum.com)

Reading Responses: 200 points (10 responses at 20 points each)

Midterm Examination :150 Points

Final Examination: 250 Points

Film Review (1000-1250 words):150 points

Film Analysis (1000-1250 words): 250 points

Total = 1,000 points: 900-1000 = A; 800 – 899 = B; 700 – 799 = C; 650 – 699 = D; Below 650 = F

**Course Activities:** This class will consist of lectures, in and out of class screenings, and writing assignments. The client services portfolio, and all the work it entails, will consume a majority of our time.

**\*Assignments and/or writing assignments may be used to fulfill senior portfolio requirements.\***

**Attendance:** This course meets only once a week, so attendance is required at every class. Beyond university approved absences the student will lose a significant deduction from their final semester grade for any absences.

- **THE INSTRUCTOR'S RECORDS REGARDING ABCENCES ARE THE ONLY ONES THAT COUNT AND IT IS THE STUDENTS' RESPONSIBILITY TO CHECK IN IF LATE.**

**Course Conduct:** Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom.

**Academic Integrity:** Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Plagiarism:** Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. **Any writing that is not the work of you or your group members is plagiarism. Students in this course are expected to adhere to the MSU Student Honor Code.**

**VIOLATION OF THIS POLICY WILL RESULT IN THE STUDENT RECEIVING A FAILING GRADE FOR THIS COURSE.**

**Withheld Grades/Semester Grades Policy:** Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Senior Portfolio Requirement:** Please note that all mass communication majors are required to submit a portfolio as part of their Internship course (Internship is a prerequisite to Senior Production). This requirement is a part of MSU's reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, students are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required.

As you go through this and other classes, you are responsible for saving course work that could be included in your senior portfolio.

Please see me, your adviser, the department chair or any mass communication faculty member for handouts with more information ("Mass Communication Portfolio Competencies" and "Mass Communication Portfolio FAQ"). These handouts are also available on our department web page: <http://finearts.mwsu.edu/masscomm/>.

**Privacy:** Federal Privacy Law prohibits me from releasing information about students to certain parties outside the university. Thus, in almost all cases I will only discuss your grades and other academic matters with you. Do not have your parents call me! You're college students and will be treated as such. Also, I will only correspond with you via email if your name is in the email address.

**Disability Support:** Please inform me if you are a student with a disability and need accommodation in this class. Students with a disability must be registered with Disability Support Services before classroom accommodation can be provided. MSU provides students with documented disabilities academic accommodation (Disability Support Services, Clark Student Center, Room 168).c

**Campus Carry:** Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at [Campus Carry Rules/Policies](#).

**Final Caveat:** The professor reserves the right to change any part of this syllabus for any reason. Sufficient notice will be given to students if changes to the syllabus are deemed necessary. Please note that this class will be unlike any other class you've taken as so much in the schedule depends on project timelines, client needs and event planning.

<b>Week 1</b> 01/16	Introductions, syllabus HW:Read chapters 1,2. What is account planning? Situation Analysis.
<b>Week 2</b> 01/23	Discussion of chapters 1,2. HW:Review of previous projects Read chapters 3,4.
<b>Week 3</b> 01/30	Discussion of chapters 3,4. HW: Read chapters 5,6,7. <b>Begin meeting with client</b>

<b>Week 4</b> 2/6	Discussion of chapter 5,6,7. HW: Read chapter 8 Bring examples of creative briefs Review of websites and resources
<b>Week 5</b> 2/13	Discuss chapter 8, creative briefs, websites and resources HW: Read chapter 9 and 10 Case study presentations with groups
<b>Week 6</b> 2/20	Discuss chapter 9,10 In class case study presentations **No more reading!!!**
<b>Week 7</b> 2/27	Planning campaigns: SWOT, defining targets, benefits and outcomes
<b>Week 8</b> 3/6	<b>Midterm client check-in</b>
<b>Week 9</b> 3/13	NO CLASS SPRING BREAK
<b>Week 10</b> 3/20	Planning: Creative brief due
<b>Week 11</b> 3/27	From planning to implementation: the next seven weeks will be workshopping, meeting with client and moving to actionable outcomes for the campaign.
<b>Week 12</b> 4/3	Workshop II
<b>Week 13</b> 4/10	Workshop III
<b>Week 14</b> 4/17	Workshop IV
<b>Week 15</b> 4/24	Workshop V
<b>Week 16</b> 5/1	<b>Outcomes and taking stock of process. Client evaluations.</b>
<b>Week 16</b> 12/05–12/09	Final presentation, findings and reports due.