



## Agricultural Communications Campaigns ACOM 4305

**Spring 2019**

### Instructor Information

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**Instructor:**

**Erica Irlbeck**

**Office Location:**

207B Agricultural Education & Communications

**Office Hours:**

Walk in hours are Tuesdays 10-11 a.m. and Wednesdays 1:30-2:30 p.m. If these hours do not accommodate your schedule, please call or email to make an appointment.

**Email:**

Erica.irlbeck@ttu.edu

**Telephone:**

806-834-6708

**Contacting the Instructor:**

Speaking to me during office hours or before/after class is preferred. Please know that I do not read nor reply to e-mail on weekends or weekdays between 5 p.m. and 8 a.m. There are certain times of the semester when I am very slow to respond to email, but I will respond.

**Teaching Assistant:**

**Kelsi Opat**

**Office Location:**

209 Agricultural Education & Communications

**Email:**

Kelsi.opat@ttu.edu

**Telephone:**

806-742-2816

### Class Time & Location

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Tuesdays and Thursdays, 11-12:20

Agricultural Education & Communications, Room 116

## Course Requirements

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-*Associated Press Stylebook and Briefing on Media Law*. Available in app format. You should have one anyway.

-Basecamp—Details provided in class, but students will be expected to use this online project management system on an almost-daily basis.

-Blackboard— [www.blackboard.ttu.edu](http://www.blackboard.ttu.edu) Grades will be posted here. Everything else will be in Basecamp.

-E-mail—In addition to announcements on Basecamp, you are responsible for checking your TTU e-mail regularly for updated information about this class.

## Course Description

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This course will cover the principles, practices, and applications of general marketing as it pertains to developing communication campaigns for the food and/or fiber industry. This is a **service-learning course**, and students will work with an actual client to create and implement an integrated marketing campaign that a local agricultural organization will use. Through service learning, students will be able to identify, articulate and critically reflect on ethical issues in personal, professional, and/or civic life from their own perspective as well as that of others.

This is a senior level course, and students will be required to integrate the knowledge gained from previous courses to create a campaign. As such, students will be treated as professionals and will be expected to submit professional-level work. This course is team based; therefore, students must learn how to budget time and keep in mind other responsibilities (other courses, jobs, families, job applications) as well as the responsibilities that teammates also have outside of this class.

## Expected Student Learning Outcomes

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Students will be treated as professionals and will be expected to turn in professional-level work. As such, the objectives for the course include providing students with the skills, abilities and experiences to do the following:

- Form an organizational communications team, establish a working structure and develop a professional relationship with the client
- Understand and apply the concepts and techniques of marketing and related constructs
- Conduct a situation analysis of the client's current status
- Collect primary and secondary research to guide the development of a marketing campaign targeted at a specific audience
- Utilize critical and creative thinking to develop an integrated marketing plan, including communication elements and a media plan
- Formally present the final marketing/communication campaign as a group to the rest of the class and the client
- Create marketing materials and implement the plan to promote the client throughout the semester

## Assessments and grading schema

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1,000 points possible

90-100% = A    80-89% = B    70-79% = C    60-69% = D    0 – 59% = F

Your grades will be posted on Blackboard. If you have difficulty accessing this site, please call 742-HELP.

***Account Team Applications:*** Turn in a cover letter that details your strengths in communications and indicates your desired responsibilities on your account team. Include a résumé, a link to your portfolio website or a mini-portfolio, and a list of five people you would like to work with. We will analyze each application and conduct interviews for your placement. Students that score below a 90 will be required to meet with a counselor at the Career Center for a resume consultation. *Individual grade.*

**The assignment is worth 150 points.**

***Campaign plan:*** For this project, your team will be assigned to develop a communications campaign that

adheres to a pre-defined structure and has the goal of involving everyone on the team equally. *Most assignments related to the campaign plan are team grades.*

There are several components to the plan:

*SWOT analysis and presentation:* Research the client and gather information related to its audience, mission, current issues, communication tools, vision, pitfalls, and other issues as presented in class. Identify the problem to be addressed through the communication campaign, conduct a SWOT analysis, explain the target audience selected for the campaign, and develop objectives for the campaign.

**The SWOT analysis is a team grade and is worth 100 points.**

*Research report:* Conduct secondary research and analyze data to aid in planning the campaign. Following the format provided in the campaign plan information, introduce your research, describe the problem, state the purpose and objectives, describe your methodology, report research results, and interpret them in a manner that is relevant to your campaign.

**The research report is worth 50 points.**

*Strategies and tactics:* Develop the strategy involving traditional media that you use to promote the client and describe every single tactic that will accomplish the objectives. The document will be graded and students will make corrections for the campaign plan assignment.

**The social media plan is worth 100 points.**

*Campaign plan:* Each team will turn in a formal plans book that will include traditional media, public relations, budget, timeline, research report and creative elements. At this point it can be in black and white and stapled; professional binding is not necessary as the document will be marked on and students will make corrections.

**The plan is worth 200 points.**

*Revised Plan:* Your draft and marketing materials will be scrutinized with instructions for improvement. Make the changes required by Dr. Irlbeck and have your report professionally bound and two copies printed in color. This document will not be returned. Print additional copies for your portfolio at your own expense.

**The revised plan is worth 75 points.**

*Plan Presentation:* You and your teammates will present your campaign plan to the client and your classmates. Each team will have 10 minutes to present. You will be graded on professionalism, conciseness and ability to communicate the campaign plan.

**The presentation is worth 50 points.**

*Partner reviews:* You will review all of your partners when you finish the campaign plan. This will help ensure each teammate pulls his or her weight to complete the projects. In most cases, the grade you give your partner is the grade they will receive; however, the professor reserves the right to add or subtract points from a partner's review if necessary. *Individual grade.*

**This is worth 75 points.**

*Implementation:* Once your plan has been reviewed and approved, you will work with the client's marketing professional to implement your plan. This will include providing raw files, and a one on one meeting to ensure the client is prepared with all necessary files and information.

**Your contribution to the implementation of the plan is worth 50 points.**

*Exit Survey:* We want to hear from you about your experience in the agricultural communications degree at Texas Tech. In late April, you will receive a survey that you are required to complete by the deadline. By simply answering every question, you will receive all points for the assignment. Your name will not be tied to your responses. *Individual grade.*

## Completing the survey is worth 50 points.

*Attendance:* You begin the class with an attendance grade of 100. You can choose to keep your grade or lower it. The grading scale is provided in a subsequent section. *Individual grade.*

**This is worth 100 points.**

NOTE: If the client's name is misspelled, not capitalized properly, or not written correctly, ten points will be deduced per occurrence.

### *Extra Credit:*

You may earn extra course credit by participating in approved research projects within the College of Media & Communication. Each hour of study participation is worth two points added to your final total score in the class, up to 10 points. All research credits must be earned and assigned to your chosen course by 5 pm on Tuesday, May 7. Credits earned and/or assigned to a class after that date will not be incorporated into your grade.

To sign up for available studies, please go to <http://ttucomc.sona-systems.com>. For questions on how to create accounts, sign up for studies, and manage your studies, please go to <https://www.depts.ttu.edu/comc/research/ccr/participation.php>. Questions about study participation or earning credits may be directed to Ms. Kristina McCravey ([kristina.mccravey@ttu.edu](mailto:kristina.mccravey@ttu.edu)), Center for Communication Research Lab Manager, or to Dr. Glenn Cummins ([glenn.cummins@ttu.edu](mailto:glenn.cummins@ttu.edu)), director of the Center for Communication Research

Submit items in the ACT Critique & Contest. You can earn 5 points for each submission with a maximum of 20 points. These items must be relevant to the skills gained in this class. You will not receive credit for entries entered for another course.

Additional extra credit opportunities may be announced in class. These are available to everyone; no extra credit will be awarded to an individual unless the opportunity is available to all in the class.

## Course Policies

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### **Attendance**

Treat this block of courses like a job, as such, you will be treated like a professional. You should be at work – on time – every single day. Your employer is expecting a qualified, competent professional. So are your teammates. So are your instructors. Only a handful of reasons will be considered excused. Class does not meet on Friday, so please schedule your dentist/eye doctor/dermatologist appointments, trips home, interviews with sources for assignments, and other similar avoidable absences for Fridays. If you miss class for any reason, it is the student's responsibility to obtain notes and assignment details from a teammate.

### ***Excused absences:***

According to official Texas Tech policy there are **two** reasons for excused absences: (1) pre-arranged university-sponsored functions, and (2) religious observance; however, we will accept (3) medical reasons with documentation, (4) death of a close family member with restrictions, (5) job interview with restrictions, and (6) short internships (with prior approval). Please turn all excused absence documentation into the teaching assistant.

**1. Absence due to officially approved trips.** The Texas Tech University Catalog states that the person responsible for a student missing class due to a trip should notify the instructors of the departure and return schedule **in advance of the trip**. The student may not be penalized and is responsible for the material missed. If you must miss class for an officially approved university trip, you must have your director (faculty/administrator/staff member) contact the teaching assistant or provide an official letter at least one week **in advance** of the trip. In these cases,

students are responsible for missed information (acquire notes from someone in the class); however, there will not be an attendance penalty.

**2. Absence due to religious observance.** The Texas Tech University Catalog states that a student who is absent from classes for the observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. However, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

“Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known to the instructor prior to the absence.

**3. Medical absences** will be considered on a case-by-case basis and MUST have a note from a doctor. Doctor’s notes must be presented within one week of the absence, otherwise do not bother. In the event of an illness, the student must e-mail the teaching assistant in advance of the absence. The course instructors reserve the right to contact the doctor’s office to verify a note. Dentists, eye doctor, chiropractor, and other doctors that do not treat contagious conditions will not count as an excused medical absence unless there is an emergency situation.

**4. Bereavement.** Absences to attend a family member’s funeral will be excused; however, you must provide an obituary/funeral bulletin and proof of relationship.

**5. Job interview.** The purpose of college is to get a job. We will excuse one job interview per semester. Please let the teaching assistant know well in advance if you will be interviewing during class time.

**6. Short-term internship.** Short-term internships (Houston Livestock Show & Rodeo, for example) will be considered on a case-by-case basis. Only one such experience will be excused for the entire semester and it may only last for one week. The teaching assistant must be notified at least three weeks before the absence so the instructors can approve. Also, all of your teammates must be notified of your absence.

**An excused absence is not an excuse to turn in work late. If an assignment is due while you are out for an excused absence, you must turn it in at the beginning of class the day you return.**

*Unexcused Absences*

<b>Unexcused CLASS Session Absence Penalties</b>	
<i>Number of Absences</i>	<i>Point Deduction</i>
<b>0</b>	-0
<b>1</b>	-0
<b>2</b>	-10
<b>3</b>	-20
<b>4</b>	-30
<b>5</b>	-40
<b>6 plus</b>	-50 and failure from course despite the student’s grade

An absence from lab counts as a class absence.

Class will meet on the Thursday before Spring Break. If you want to use your free absences then, that is your decision. Do not ask for exceptions.

Excuses that do not count as an excused absence or as an excuse to turn in a late assignment:

*I had to stay at work late. (And a note from your supervisor will not help.)*

*I had to take my dog to the vet.*

*I have a church event.*

*I forgot.*

*My parents booked a cruise for our entire family.*

*I had a dentist/eye doctor/any other type of appointment.*

*My car broke down/someone broke into my car/flat tire/etc.*

*I'm in jail.*

*I have to do an assignment for another course and this is the only time I can get it done.*

*My brother/sister has a basketball game/state tournament/track meet/stock show.*

*I need to go print my assignment.*

*My flight doesn't land until Monday afternoon.....you get the picture.*

This list is not exhaustive.

### **Punctuality**

It is unprofessional to be late for work and it is unprofessional to be late for class. Additionally, leaving class early without prior permission from the instructor is an absence. You will be counted tardy if you arrive more than 5 minutes late to class. Three instances of tardiness will count as an absence.

### **Deadlines**

Hard copy assignments are due at the beginning of the class on the due date. Blackboard assignments are due by 11:59 p.m. on the due date. In-class activities and project deadlines may vary; seek clarification from the instructor. Any assignment turned in later than the deadline (time & date) will receive a zero. In the communications business, deadlines are not suggestions, and they are not suggestions in this class. **Do not ask if you can turn something in late. The answer is no. If it is not turned in by the stated deadline, it is late, and therefore is a zero.**

### **Material content policy:**

Please provide thoughtful and factual information on assignments. Factual errors will result in a major grade reduction. All material produced for this class must be created/developed by the student during the current semester for this particular course.

### **Academic integrity:**

Academic integrity is taking responsibility for one's own class and/or course work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching, and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures grades are earned honestly. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers [Texas Tech University Quality Enhancement Plan, Academic Integrity Task Force, 2010].

All violations of academic integrity, which can include cheating, plagiarism, and/or illegal software use, will be dealt with on a case by case basis. Additionally, all violations will be reported to the Office of Student Conduct.

### **Civility in the classroom:**

Texas Tech University is a community of faculty, students, and staff that enjoys an expectation of cooperation, professionalism, and civility during the conduct of all forms of university business, including the conduct of student–student and student–faculty interactions in and out of the classroom. Further, the

classroom is a setting in which an exchange of ideas and creative thinking should be encouraged and where intellectual growth and development are fostered. Students who disrupt this classroom mission by rude, sarcastic, threatening, abusive or obscene language and/or behavior will be subject to appropriate sanctions according to university policy. Likewise, faculty members are expected to maintain the highest standards of professionalism in all interactions with all constituents of the university ([www.depts.ttu.edu/ethics/matadorchallenge/ethicalprinciples.php](http://www.depts.ttu.edu/ethics/matadorchallenge/ethicalprinciples.php)).

**Laptop use policy:**

For the most part, laptops will remain closed in this class. There will always be instances of in class activities where students will work on personal devices, and the instructor will clearly state when laptops and/or phones will be allowed. Otherwise, assume that computers/tablets should be closed, and phones should not be visible to the instructor. Failure to adhere to this rule will result in being dismissed from the class and counted absent for that day.

**Tobacco use:**

Tobacco is not allowed in any Texas Tech University buildings—this includes dip cups. Also, electronic cigarettes are not allowed.

Inappropriate behavior and/or disrespect to the professor, teaching assistant or other students shall result in, minimally, a request to leave class.

**Special accommodation for students with disabilities:**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

## Technical Support

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Dr. Irlbeck is not an IT specialist, nor does she work for Blackboard. Therefore, direct all questions to IT Help Central: 806-742-HELP or email [ithelpcentral@ttu.edu](mailto:ithelpcentral@ttu.edu) or Blackboard 24/7 Student Support: <https://studentservices.elearning.ttu.edu/>