

JOUR 560 – Message Development

Spring 2018 Schedule, Reading and Lecture Assignments

SW = *Strategic Writing*; AP = *Ward's Primer on AP Style*

Updated 11 January 2018

January

W-17	Introduction to Message Development	AP: 1 SW: 235-241	Lab Week 1 No labs this week
M-22	Research and strategic message planners (SMPs). Project/time management	SW: 1-10, 119-132	Lab Week 2 Quiz 1 (commas) Introductions and expectations. <i>Assign: SMP-Part 1 (Parts 1-3 plus 11)</i>
W-24	Audience analysis and segmentation		
M-29	Video storytelling and the grammar of video. <i>Assign: Product Demo Video (individual assignment)</i>	AP: 2 SW: 241-247, 11-15, 144-150	Lab Week 3 Video editing with Heather Lawrenz. Demo Premier software, J-Tech resources. <i>Assign: Blog</i>
W-31	Owned media: Content marketing and feature writing	SW: 16-20, 105-118	

February

M-5	The history of Super Bowl advertising		Lab Week 4 Quiz 2 (rest of Apdx. A) Due: SMP-Part 1 <i>Assign: News release & SMP-Part 2 (Parts 4-11)</i>
W-7	Earned media: News releases, online newsrooms	SW: 43-75	
M-12	Print ad writing	SW 133-138	Lab Week 5 <i>Assign: Print ad</i>
W-14	Print ad design	SW: 21-23	

M-19	Paid media: Advertising approaches & appeals	SW: 119-120	Lab Week 6 Due: Product demo video and SMP – Part 2
W-21	Persuasive writing	AP: 2-3; SW: 248-252, 32-33	
M-26	Broadcast and podcast writing	SW: 11-15	Lab Week 7 Quiz 3 (grammar, Appendix. B) Due: Blog, <i>Assign: Radio ad (group assignment) and radio script assignment (individual)</i>
W-28	Audio production	SW: 139-143	

March

M-5	Video Continuity	AP: 4-5 and updated Apdx. C on Blackboard	Lab Week 8 Due: Print ads <i>Assign: TV ad (group assignment)</i>
W-7	Internal communication	SW: 199-200	
M-12	Customer communication (bad-news and sales letters)	SW: 177-182, 208-212	Lab Week 9 Quiz 4 (print style, updated Apdx. C in BB) Due: Radio ads, <i>Assign: Bad-news business letters (Social media)</i>
W-14	Social media trends		
M-19	Spring break – no classes		Lab Week 10 No labs this week
W-21	Spring break – no classes		
M-26	Discuss the final project	SW: 11-15 and broadcast style lecture notes	Lab Week 11 <i>Assign: Final project (group assignment)</i>
W-28	Strategic planning	SW: 167-173	

April/May

M-2	Crisis communication		Lab Week 12 Quiz 5 (broadcast style) Due: TV ads
W-4	Ethics in strategic communication	SW: 26-29	
M-9	Exam		Lab Week 13 Due: SMP drafts for final project (ungraded) <i>Schedule meeting times</i>
W-11	Campaigns preview and “Best of Show”		
M-16	Group consultations and work on final project		Lab Week 14 Group consultations (Discuss SMP drafts)
W-18	Group consultations and work on final project		

M-23	Group consultations and work on final project		Lab Week 15 Group consultations (Review progress on final project)
W-25	Group consultations and work on final project		
M-30	Group consultations and work on final project		Lab Week 16 Due: Final projects (SMP, copy draft, print ad, radio script, radio ad, TV script, TV ad submitted digitally)
W-May 2	Group consultations and work on final project		

Lecture Seating Chart

