

## Student Media Practicum | Meeman 901 Strategies

JRSM 4940-002/M50

Fall 2024

M/W 12:40 - 2:05 p.m.

Obsidian PR Social Media Lab (Meeman 108)

### Prof. Kim Marks Malone, APR, Fellow PRSA

Office 334A Meeman Journalism Bldg.

Office hours: M/W, 11 – 12 p.m. and 2:30 - 4 p.m.; T, 2 - 3 p.m.; Other hours by appointment

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## COURSE REQUIREMENTS

### Catalog description

Work in practical assignments at student media organizations. Students must work at least 50 hours per credit hour, up to 6 credit hours. NOTE: Students may earn no. more than 6 hours of credit for JRSM 4930 or JRSM 4940 in combination.

### Course purpose

Meeman 901 Strategies is a student-run agency that provides you with real-world experience working with real-world clients. Meeman 901 Strategies is a fully functioning strategic communication agency that fulfills the requirement for practicum credit in the Department of Journalism and Strategic Media and may count as credit toward other degrees as determined by the department/college. As a team member in Meeman 901 Strategies, you will either lead or participate within multiple account teams.

### Prerequisites

Permit required and you must have completed 45 credit hours.

### Textbooks, software and required materials

- No textbook is required. All work should adhere to AP Style, so it is recommended that you have access to the [AP Stylebook online](#) or a hard copy of a current (last three years) Style Guide.
- Required reading: Meeman 901 Strategies Agency Handbook (fall 2024 edition) (*provided*). You are required to complete and return the Agency Handbook Acknowledgement Form the first week.

- Required tools:
  - **Basecamp.** Agency-wide communication and project management platform. Free. [Create an account with your Memphis.edu email address](#). Join our Meeman 901 HQ. You will then be added to the appropriate projects.
  - **Canvas.** Client work will NOT be submitted to Canvas. You will submit your end-of-term practicum report, portfolio, and evaluations on Canvas. There may be other work assigned on Canvas throughout the semester.
    - Go to the University of Memphis learning management system home page: <https://memphis.instructure.com>
    - Log in using your University of Memphis username and password.
    - On your course dashboard, click on the course card for Meeman 901 Strategies
  - **GroupMe.** Agency-wide messaging app. Routine messaging will be done in GroupMe. You will join Meeman 901's GroupMe during agency onboarding and be assigned to appropriate 'topics.'
  - **Canva.** A free [Canva](#) account is recommended. You will use Canva for creating social media graphics and other client products. Meeman 901 has a team Canva account for managing brand assets and creating content for clients. Some team members will have access to the team account.
  - **Loomly.** A social media scheduling platform. As required, you will be added to the appropriate client social media calendars on [Loomly](#).
  - **Grammarly.** For editing and proofreading. [Grammarly](#) is free to use and is encouraged to check your writing.

## Time expectations

Meeman 901 Strategies operates as a full-service strategic communication agency. You are expected to work as hard as you would at an off-campus internship or job. **You must complete 150 hours over the semester, and you must record and account for your time on weekly timesheets.**

Although 150 hours may sound daunting, it is easier to reach than you may think. For in-person team members, team meetings (scheduled class meeting time) equals 3 hours a week or approx. 40 hours. This means that you should plan to work on agency projects approx. 8 hours a week **outside** of our scheduled meeting time. *This means you will spend approx. 8 hours total each week on agency-related work. **Note: If you are a remote team member (M50) you will need to work approx. 10 - 11 hours each week on agency-related work.***

**Importance of not falling behind on hours.** An issue sometimes seen in Meeman 901 Strategies is the inability to fulfill the required number of hours by the end of the semester. This happens mainly due to procrastination, lack of initiative in suggesting additional client ideas/work or not communicating the need for additional work. The standard hours count per week is provided to help you exactly how much work you need to complete in the long run. Thus, if you fall behind one week, you should make up extra hours the next week – these issues will build over time.

## Absences

Life happens. You may need to *occasionally* be absent from team meetings. The firm director will note attendance at each Meeman 901 Strategies team meeting. You are allowed three **unexcused** absences during the semester with no penalty. After the third **unexcused** absence, there will be at least one letter grade deduction from your final grade. No exceptions. Excused absences include family emergencies or documented illness and university-related activities (sports, class field trip, etc.).

Meeman 901 Strategies is a working agency, and it is expected that your team may occasionally need to meet with clients during our scheduled team meeting time. This is an acceptable practice, and no absence penalty will result. Adviser and firm director notification is required.

If you need to be absent, communicate with your team **in advance** so everyone knows what's happening. You can do this in Slack. Please avoid TMI: ("I have the stomach flu and I just puked..."). Simply let the team know that you won't be at the meeting.

*Note: The absences policy does NOT apply to remote team members (M50).*

## Professional expectations

Throughout the semester, you are expected to represent the University of Memphis professionally, the Department of Journalism and Strategic Media, and Meeman 901 Strategies. You must report to team and client meetings on time. You will be graded on the quality of work you develop for our clients, the relationships you build with and on behalf of our clients, and your ability to meet deadlines.

Check Basecamp and GroupMe regularly. Keep current with the latest developments and trends in the industry. Read industry blogs. Read local and national news sources to keep up with current events.

Clear, concise, grammatically correct writing is essential. Remember to edit and proofread your writing/content before submitting, sharing with clients, or posting to the web or social media platforms. All social media content must be scheduled for review and approved before posting.

## GRADING AND DELIVERABLES

We work for clients and don't use the term "assignments." Instead, the products that you complete are called "deliverables." Deliverables throughout the semester might include content calendars, social media content (posts, videos, photos, etc.), blogs, proposals, pitches, evaluations, etc.

You should be prepared for regular critiques of your work in agency meetings. Such critique is standard practice in all advertising and PR agencies. This collective critique facilitates everyone's mastery of the concepts and skills involved. There is *never* a team discussion of grades. You will each be graded individually on all work, and all work completed will be reviewed holistically.

## **Evaluations**

At mid-term and the end of the semester, 360-degree evaluations will be completed to include peer, team lead, and firm director evaluations. Client evaluations will be done at the end of the semester or after client services, whichever comes first. These evaluations will be factored into your final grade. You are responsible for evaluating your teammates and team leads honestly, professionally, and on time.

## **Team participation**

Since this is a work setting, please treat this as a job. You are expected to engage in discussions, participate in account/team meetings and activities, and to contribute meaningfully to team deliverables. This includes being prepared for discussions, asking meaningful questions, answering questions thoughtfully, responding thoughtfully to questions and comments, initiating relevant conversations, and active participation and engagement in all facets of the agency.

## **Original work**

As strategic media professionals, our reputation is critical to our success. All work created for clients and agency activities must be original. Any evidence of plagiarism will result in an F for the project and potentially the practicum. It could also lead to disciplinary action at the department, college, and university levels.

## **AI use**

You are permitted to use ChatGPT and other AI tools to assist you in gathering information and brainstorming ideas. Still, you may not copy and paste information directly from the AI tool and present it as your own. You are responsible for the information you submit based on an AI query and for assuring that it does not contain misinformation or unethical content and does not violate intellectual property laws. Your use of AI tools must be properly documented and cited appropriately.

Ultimately, your grade in this practicum will reflect your ability to learn and grow over the semester. Final grades will be assigned based on your overall performance to include (but not limited to) attendance, professionalism, completion of 150 hours, evaluations, course and client deliverables (quizzes, blogs, certifications, social media content, event planning, etc.), teamwork, and quality of work (error-free, on time).

## **Contacting me**

The best and quickest way to contact me is via email ([ksmarks@memphis.edu](mailto:ksmarks@memphis.edu)). Do not use the email in Canvas, use my memphis.edu. I will respond within 24 – 48 hours. You may also text me. If you text me, please include your name and your class. If you have a problem, do not let it snowball. Contact me ASAP.