



CMST 435 05 SP20
“HAWK COMMUNICATIONS”

Professor: Keith Green, APR

Class Day, Time and Location: Monday 4:00 p.m.-5:15 in University Hall 248; Other work will be completed throughout the week, as the other unofficial meeting time is online

Office Hours: Monday from 10:00 a.m. to Noon and Wednesday from 10:00 a.m. to 11:00 a.m. If these times do not work for you, I am also available by appointment. I do not teach on Tuesday and Friday this semester, so more than likely I will not be on campus at all those days.

Office Location: SCM, Room 217

Phone: 973-655-3701 (office) 732-870-7977 (cell)

Email: greenk@montclair.edu

COURSE DESCRIPTION

Hawk Communications was established to give students the opportunity to work with real clients and gain hands-on strategic communication experience. Agency clients include internal departments/programs from Montclair State and area businesses and nonprofits. This semester, the agency will work with the following groups/companies*

- [Montclair State’s Center for Cooperative Media](#)
- [Shumacher Chevrolet](#)
- [Succeed2Together](#)
- [Montclair Art Museum](#)
- [New Jersey Warriors Hockey](#)
- [Garden State Wine Growers Association](#)

*Subject to change/additions

COURSE GOALS

The main goal of this course is to familiarize you with client work and to gain experience across a variety of industries. Students will do real tactical work for real clients and be part of an account team comprised entirely of you and your fellow students. The accounts you will work on will be based on your interest and/or how I assign accounts to you. While the type of work will vary depending upon client needs, student can expect to do the following:

- Social media page management and posting
- Content creation (photos, videos, written content)
- Earned media pitching

- Brainstorming/creative concepting
- Attending events/event management
- Vendor communication/management

Students will also gain experience in the following areas:

- Teamwork
- Team/colleague management (unlike past semesters, we will not have an agency lead, but we will have account leads. One of the main roles of the account lead is to be the agency's point of contact with the client).
- Client management
- Meeting deadlines
- Situation Analysis/SWOT and Recap reporting
- Thought leadership (writing)

COURSE DELIVERY AND CANVAS

All course materials, including a copy of this syllabus, will be posted on the MSU Canvas site (<https://montclair.instructure.com>) or shared in class. Nearly all of the material and assignments (largely based on client requests) will be reviewed in class.

COURSE MATERIALS

No Textbook

TECHNOLOGY REQUIREMENTS

Smartphone and laptop. If you don't have one, please share with a classmate or borrow a laptop at no charge from the university's tech department.

COMMUNICATION

Email is the preferred method of communication. If you need to reach me, please send an email to the address provided above. I will check my email twice daily (in the morning and evening and will respond accordingly). You can reach me during my office hours at the number listed above. If you have an emergency, you can text or call me at 732-870-7977.

COURSE POLICIES

- Attendance for this class is **mandatory**. More than two missed classes will cause your grade to drop by one full letter grade. If you develop a long-term illness or serious issue during the class, come and talk to me about it so that we can discuss your options. **I can not help or work with you if you do not communicate with me.** Click [here](#) for “withdrawal procedures and refund policy.”

- Please be **punctual**. If you are late it is your responsibility to make sure you are marked present in my grade book. If you are more than 10 minutes late for three classes, I will count that as one “miss.”
- **Class cancellation:** I will post a note in Canvas and send an email if I need to cancel class due to an emergency. Please check email for alerts regarding any university-wide closures.
- **Class professionalism.** Unless otherwise instructed for an assignment, do not use your phone. This class is only 75 minutes long, we can all make do without our phones for that period of time. You are expected to actively participate in class and work with the team you are on to produce client work.

ASSIGNMENTS AND GRADING

Your grade will be based on the following:

Class attendance and professionalism: 15%

Client Situation Analysis/SWOT Document: 10% (group)

Client Recap Document: 20% (group)

Client Work: 35% (group)

Thought Leadership Piece: 20% (individual)

TENTATIVE SCHEDULE

Week 1, January 27:

Brief introductions and client visits:

- Center for Cooperative Media
- New Jersey Wine Growers
- NJ Warriors Hockey

Weeks 2 and 3, February 3 and 10:

- Other client visits or meeting recaps
- Detailed course review and introductions

Week 4, February 17

- Situation Analysis/SWOT document due
- Client discussion
- Client work (if possible at this stage)

Weeks 5-14

- Client discussion
- Client work

Week 14, May 4

- Client recap document due

Week 15, May 11

- Class recap (may be virtual)

LETTER GRADES

Letter grades for the entire course will be assigned as follows. A 1000-point system is used based on the percentages above.

Letter Grade	Percent Grade
A	94-100%
A-	90-93.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	63-66.9
D-	60-62.9
F	Below 60

MSU PROTOCOLS & RESOURCES

- It is important for all students to be familiar with University policies and procedures. Visit the University Policies and Procedures website (<http://www.montclair.edu/policies/>) for details.
- Montclair State University's webpage on academic honesty and integrity (<http://www.montclair.edu/policies/student/student-conduct/academic-honesty/>) includes resources on integrity, academic standards, plagiarism, and related topics.
- Information about library resources can be accessed on the MSU library website (<http://www.montclair.edu/library/>) .
- Writing support and resources may be found in the Center for Writing Excellence (<http://www.montclair.edu/center-for-writing-excellence/>)
- Information for students in transition may be found on the Center for Advising and Student Transitions (<http://www.montclair.edu/student-development-campus-life/center-for-advising-student-transitions/>)

COMMITMENT TO ACCESSIBILITY

Students with disabilities or special circumstances should contact me as soon as possible to ensure that your needs are met in the course. Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, please contact the Disability Resource Center (<http://www.montclair.edu/disability-resource-center/>) or by phone at 973-655-5431.

TECHNICAL SUPPORT

- To get help troubleshooting problems using Canvas, you may call the IT Service Desk (<http://www.montclair.edu/oit/tech-solutions-center/it-service-desk/>) directly at 973-655-7971 or via email at itservicedesk@mail.montclair.edu.
- Within Canvas you will also find a link titled “Help” in the global navigation. This provides links to chat, email or phone support. The Canvas Student Guides provide many answers to common questions related to Canvas.
- Minimum Computer Requirements:
 - What are the basic computer specifications for Canvas?
 - Which browsers does Canvas support?