



STCM 410 Spring 2023
“HAWK COMMUNICATIONS”

Professor: [Keith Green](#), APR

Class Day, Time and Location: Monday 2:30-5 p.m., Room 1011 SCM

Office and Office Hours: Room 133, Morehead Hall; Email me to schedule an appointment.

Phone and email: 732-870-7977 (cell); 973-655-3701 (o) greenk@montclair.edu

Agency website: www.hawkcomms.com

Required Text: *Invention in PR*, written by my PR colleague Adam Ritchie, founder and owner of the award winning [Adam Ritchie Brand Direction](#). The book can be purchased through the bookstore or other traditional ways (Amazon, Kindle, etc.).

READ THIS IMPORTANT INFO FIRST:

Note, you may have reviewed this information via an email from Associate Director, Dr. Todd Kelshaw, **but it's important you review and follow these guidelines for my class.**

There has been a sharp increase in the number of SCM students experiencing undue challenges, impeding their academic progress. Here is some information that may be useful if you face such difficulties.

If you experience a health or life-event issue that causes you to miss multiple class sessions and assignments, know these things:

- There are MSU resources available to both support you and institutionally document your situation. These include:
 - [Counseling and Psychological Services \(CAPS\)](#)
 - [The Dean of Students](#)
 - [The Disability Resource Center \(DRC\)](#)
- It is your responsibility to secure institutional documentation and guidance for accommodations, to provide for me. I will not apply accommodations--such as extensions on assignments, excused absences, etc.--without documentation and guidance from an

appropriate institutional source). **Here is the bottom line: if you are sick and miss this class, get a doctor's note. If you feel you are not well enough mentally to come to class, get similar documentation.**

- If you require accommodations due to a disability, be sure to acquire DRC documentation before the semester begins. Visit your professors during their office hours early in the term to discuss your needs and accommodations. (DRC accommodations cannot be applied retroactively to assignments conducted before the provision of documentation to your professor.)
- Grades of "[incomplete](#)" can *only* be issued in cases of documented emergency situations that impact work at the end of the semester (such as a final exam or term paper submission). Incompletes are *never* to be used in cases when students have missed classes and assignments throughout the semester.
- If you have a health or life-event issue that impedes your consistent ability to attend class and complete assignments, you should withdraw from your course(s). You will be unable to have a beneficial learning experience during a time when you should be focusing on your well being. Picking up where you left off in the subsequent term--when you're stable and able to conduct your education in a full and appropriate manner--is the right way to go!
- Note: If issues arise after the withdrawal deadline, know that there's a special [medical withdrawal](#) that may be arranged through the Dean of Students and the Office of Student Development and Campus Life.

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 this semester include one internal program from Montclair State and the rest are local/regional small businesses and nonprofits. This semester, the agency will work with the following groups/companies*

1. [New Jersey Warriors](#)
2. [Monarchs](#)
3. [Hawk Communications](#) (you will do PR/promotion for the agency itself)
4. [National Music Council of the United States](#)
5. [Hawk+](#)
6. [Eclipse Records](#)
7. [ZR Fit & Wellness](#)
8. [Write on Sports](#) (new client)
9. [Soul Search Records](#) (new client)
10. [Exceptional Parent Magazine](#) (new client)
11. [Sustainable Gardening Institute and Library](#) (new client)

One of the exciting aspects of this course is that it is held in Room 1011 of the School of Communication and Media building, now known as the Joetta Di Bella and Fred C. Sautter III Center for Strategic Communication. This space will be on par with the top social media listening and learning centers (there aren't many of them, actually) in the country. We will have access to tools and technology that will help better prepare you for your first job and beyond. As a student in this class,

you will be among the first to have access to this space, which will include six large smart TV's, a small studio and social media listening and monitoring tools.

***Subject to changes/additions**

COURSE GOALS AND OUTCOMES

The main goal of this course is to familiarize you with client work and to gain experience across a variety of industries. This class is “service learning” / internship and will provide you with the opportunity to do tactical work for real clients and be part of account teams 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, students can expect to do the following:

- Social media management and posting
- Content creation and editing (photos, videos, written content)
- Media relations (earned media pitching)
- Brainstorming/creative concepting
- Planning and attending events/event management
- Vendor communication/management
- Fundraising

Students will also gain experience in the following areas:

- Teamwork
- Team/colleague management
- Client management
- Meeting deadlines
- Situation Analysis/SWOT and Recap reporting
- Leadership skills
- Thought leadership (writing)
- Reporting/recapping

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>).

Class will be conducted via the Hawk-to-Hawk format, meaning that each class will be in person. Unless university or other guidelines dictate, there will not be a virtual option for this class.

Technology Requirements

Smartphone and laptop. You will need a laptop to log onto class and/or to complete assignments. If you don't have a laptop, you may borrow one at no charge from the university's tech department as noted above. Having a smartphone is not mandatory but will be useful.

Communication

Email is the preferred method of communication. If you need to reach me, please send an email to the address provided above. I check my email every day, several times a day. If you have an emergency or need to speak with me immediately, you can text or call me at 732-870-7977.

Course Policies and Other Info:

- Attendance for this class is **mandatory**. This class meets once a week, so more than one missed class will cause your grade to drop by one full letter grade. **THREE ABSENCES IS AN AUTOMATIC FAILURE.** If you develop a long-term illness, COVID or serious issue during the class, talk to me about it so that we can discuss your options. Click [here](#) for “withdrawal procedures and refund policy.”
- **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 your email for alerts regarding any university-wide closures.
- **Late assignments.** Deadlines are extremely important in public relations, media and the “real world,” so it is critical to submit your **client work and assignments** on time based on the deadlines I provide, or your clients outline. Submitting client work that is late is unprofessional and unacceptable. If a deadline is provided, stick to it or be sure to ask for an extension or clarification if it is needed.
- **Class professionalism. Please read this carefully.** Unless otherwise instructed for an assignment, do not use your phone. Recording (video or audio) any part of our class without my permission is strictly prohibited. You are expected to actively participate in class, listen politely to me, your classmates and our clients, and be respectful. This also includes the time you break into your groups to do work. **Unless you are doing research or other work for your client that requires your phone, don’t use it. Group work during class is also not the time for you to wander out of the classroom, check your social media accounts or take phone calls unrelated to class or do other coursework.** Your class behavior, which especially for this class is important, should always remain professional and will be factored into your grade.
- **Academic integrity standards will be strictly enforced.** You will be working mostly as part of an account team. That said, there will be some individual work such as the thought leadership piece, so make sure the work you do is your own.
- **Psychological and Counseling Services:** More than ever, this is important. You can make an appointment at the Counseling and Psychological Services by calling 973-655-5211 or visit one of the many “Let’s Talk” sessions held in multiple places on campus and remotely. You can [review the full range of services offered here](#) and schedule in-person and remote appointments as well. If you are currently in a situation in which you feel unsafe and on campus, call Campus Police at 973-655-5222 or 911 off campus.

ASSIGNMENTS AND GRADING

Your grade will be based on the following, 1000-point scale:

Attendance, teamwork and in-class professionalism: 50 points. I have discretion in this area. Note that missed class(es) can affect other parts of your grade.

Self and peer evaluation document: 50 points. Feedback from your peers will be taken into consideration for part of your grade. You will receive full credit for completing this form on-time and with honesty and candor about your work, as well as the work completed by each person on your account team. You will be asked to rate the quantity and quality (on a scale of 1-10) of every person on your account team, with detail. If you give everyone a “10,” and/or don’t provide detail, you will receive a zero for this assignment.

Client Recap Documents (1): 150 points (Group PPT or Google Slide Project). Details to follow.

Zoom Rehearsal of Client Presentations: 50 points

Final Presentation to Client: 50 points. You will be graded on your professionalism, preparation and verbal execution of your recap document, which will be presented in class to the client on Dec. 21.

Client Work: 200 points** This is group work but individually graded based on the quality and quantity of your work through the client group discussion boards and the work you help produce. There will be 10 client updates for each student to provide via discussion boards (Feb. 13- May 1). There will be deadlines each week and we will also discuss any challenges you are facing, training or resources you need, or other issues.

Final Presentation to Client: 50 points. You will be graded on your professionalism, preparation and verbal execution of your recap document, which will be presented in class to the client on Dec. 21.

Client feedback: 100 points All clients are required to provide feedback to me on the quantity and quality of your work, and your intangibles such as attending and being on time for meetings, effort (mistakes are OK, that’s what this class is about!) and professionalism.

Thought Leadership Piece: 100 points (individual). Rubric/info to be provided. See more info [here](#).

Muck Rack or Social Media Certification: 100 points

TBD Writing Assignment based on text material and/or guest speaker discussion: 100 points

**** “Fire the Freeloader:”** Throughout the semester, you can “fire” a group member who fails to pull his/her weight. To fire a group member:

1. Email the “freeloader” with a warning message. CC all group members and me.
2. The “freeloader” will have 24 hours from the time the warning message is sent by other group members to respond to the message. Not responding to the warning message will result in the firing of the “freeloader.”
3. I will arrange an offline consulting session with the “freeloader” within 48 hours from the time the responding message is sent by the “freeloader.”
4. If the “freeloader” fails to have an offline consulting session with me within the designated time frame or gets a second warning message by group members after the consulting session, the “freeloader” will be fired.
5. If fired, the “freeloader” will fail the group part of the assignment and cannot be a group member of that team for the rest of the semester. If the “freeloader” is fired, remaining group members will not be able to have another group member. Therefore, please try your best NOT to fire any group member and ensure that everyone is doing his/her share of the work.

TENTATIVE SCHEDULE

Week/Module 1, Jan 23:

Welcome, introductions, syllabus review, career and class goals.

Weeks 2&3/Modules 2&3, Jan. 30 and Feb. 6

Client visits

Week 4/Module 4, Feb. 13

- Client assigned before the start of this class
- Client discussion/planning
- Lecture and training
- Client intake call/writing agendas/setting expectations
- First discussion board assignment

Guest Speakers:

Week 6/Module 6 Feb. 27

- Guest speaker: CART Career Services

Week 7/Module 7 March 13

- Guest speaker: Marlon LeWinter
- Keith’s Career Counseling

Week 9/Module 9 March 27

Guest speaker: Adam Ritchie

Remaining modules, Feb. 20 - April 20

- Lectures and training as needed on content creation, earned media pitching, event planning, public speaking, presentation writing and soft skills such as teamwork, leadership and client management.
- Planning and execution of client work (in class when there is no training)
- Guest speakers
- Discussion board/individual progress of your client work each week.

Thursday, April 27

- Client Presentations (Google slide/PPT) due to me.

Week 14/Module 14, May 1

- In-class editing of final presentations.
- Thought Leadership piece due
- Presentation rehearsals due (Zoom) May 7 at 11:59 p.m.

Week 15/Module 15, May 8

- Client Presentations
- Peer evaluation due

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.