
Syllabus

Embrace - Harlaxton

Fall Semester 2021

Instructor - Joe Ellsworth

Class Meeting - Monday/Wednesday 1:00-2:15

Office Hours - TBD

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Course Description - ChangeLab 300 - Embrace Harlaxton - Student-run marketing/communications agency

Course Credit - 3 hours of ChangeLab - Also may be available as internship requirement in SSOBA (see your advisor for details)

Time requirement - 10 hours of time in and out of class each week

Semester Outline

1. Establishment of Team
 - Orientation of new team members
 - Definition of roles, job descriptions
 - Outline of expectations

2. Establishment of Objectives
 - Each member provides value to the team
 - Team provides satisfactory client work
 - Need for team to achieve profitability

3. Establish an understand work and organizational flow
 - Charts provided for both

4. Understanding of Accountability

- Need of for contracts
- Need for team communication
- Mechanism for time tracking
- Financial reporting, monthly P&L
- Codification of processes and systems
- Policies and procedures

5. Business Planning

- Review and adapt existing business plan
- Review and adapt brand position and messaging
- Identification of target clientele
- Financial projections

6. Review Agency Tools

- Review and adapt web site
- Review and adapt collateral material
- Design, outline and rehearse general capabilities presentation
- Review and adapt proposal format

7. Business Development Activity

- Outline methods
- Identify prospects
- Business development outreach
- Proposal writing
- Project budget preparation
- Project acceptance protocols

8. Initiation of Client Work

- Understanding client objectives
- Understanding and articulating client brand position and strategic communication plan
- Creative development sessions
- Team creative accountability and review of deliverables
- Continuation of ongoing client projects

9. Presentation of Semester Results

- Final week live (or virtual) presentation to advisory group, University leadership
- Incorporate feedback
- Transition to incoming team members