

Kentucky Class Notes

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859.252.NOTE

ISC 161 Barnes
Fall 2009
Test 1

Thursday August 27, 2009

Introduction to the ISC Major and Careers in ISC

No Supplemental Reading

- Overview of ISC 161
 - Print syllabus off of Blackboard for test dates and lecture outlines
- Pre-Major Courses: ISC 161, ISC 261 or JOU 204 (only suggested for journalism minors), STA 100, STA 200 or 291 (depends on minor)
 - Must have a 3.0 GPA in these courses and a 3.0 GPA overall to be eligible for major
- Upper Division: once into the upper division, it will take a minimum of 3 semesters to complete the ISC major
 - Semester 1: ISC 543, ISC 321, 1 PATH course
 - Semester 2: second PATH course, 2 JAT electives
 - Semester 3: ISC 491, 1 JAT elective, JAT 499 (internship)
 - Can do internships after first path course is completed
 - Suggested to complete one internship before graduation
- ISC Paths
 - Accounting: ISC 351 (Cases) and ISC 451 (Media)
 - Must be taken in either order but not together
 - Creative: ISC 331 (Creative I) and ISC 431 (Creative II)
 - Must be taken in order
 - Public Relations: ISC 341 (Intro) and ISC 441 (Cases)
 - Must be taken in order
 - Direct Response: ISC 361 (Media/Databases) and ISC 461 (Creative)
 - Must be taken in either order but not together
- Elective Courses
 - ISC electives/special topics
 - Study abroad

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- Can take them in either order, which is important for taking these classes as electives when in another specialty ISC path

Tuesday September 15, 2009

The ISC Planning Process and Setting Objectives

Reading: Pages 190-208

- Visit South Africa FIFA 2010 Campaign
 - <http://www4.southafrica.net/2010>
 - Very professional advertising all centered around the soccer relationship
 - However, they are also promoting South African tourism, hoping to draw tourists to other activities
 - Online (facebook and twitter), TV spots, outdoor advertising; PR; direct response; social networking media
 - Sponsorships
 - Coca-Cola: http://www.thecoca-colacompany.com/presscenter/kit_fifa2009_routelist.pdf
- ISC PLANNING
 - Systematic assessment of where you are and where you want to be
 - If multiple agencies are involved in implementation, it is important to make sure that everyone is aware of and shares the campaign's goals
 - A way of coordinating all the tactical elements of the campaign to make sure all aspects are on every one is aiming towards the same goal
 - ISC Five Step Planning Process
 - Will be on the final! Will be given a product and asked to walk through the process step-by-step for that product
 - Insert Figure 3