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Original Course Proposal

Purpose

This document proposes a one term or one semester undergraduate course in the field of media and communications. This proposed course may exist and be taught by faculty at institutions other than the University of Oregon; however, this course as it is designed by me has no other known origin.

Title

The title of this proposed course is <u>Strategic Project Management for Creative Professionals</u>

Description

To be effective in their creative pursuits, students of strategic communication, advertising, and public relations must manage a wealth of knowledge and relationships. In terms of knowledge, students need to perform primary and secondary research and synthesize research in action plans. In terms of relationships, students need to manage requirements of their clients and keep an eye to consumers or users. Moreover, students need to manage their innate curiosity, drive, and passion to design, produce, and shape media projects and campaigns.

Therefore, it's critical that creative professionals learn how to manage themselves, their team, and their work from start to finish. Strategic Project Management for Creative Professionals teaches undergraduates the value of process to arrive at products that meet the needs of clients, consumers, and users. Process is communicated through an adaptation of classical project management work structures. This process includes planning resource allocation, development of communication networks, assigning tasks and mapping productivity.

Goals

By the end of this course, students, working in teams, will conceive of an original creative project that they can use in their portfolio. The development of student portfolios is essential to students showcasing their work to potential employers.

Through this course, students will be able demonstrate to prospective employers their ability to produce appealing creative work *and* be able to walk them through its production methodologically. Students of Strategic Project Management for Creative Professionals develop the organizational skills to support their creative endeavors as well as the ability to promote those abilities for the workplace.

Schedule

See course schedule in item 5a, the syllabus for this course

Logistics

This course is designed for one semester or one term. In a ten-week term schedule, the first week consists of orientation and expectations. It is essential that students understand what is expected of them in terms of working in teams, what projects to complete, and how they will be evaluated through those projects and group work. The second week consists of understanding process of project management and what's involved at a macro level to manage a project of a small and medium scope. This also includes understanding some theory related to the political economy of media and communication.

The third week focuses on the micro level at specific areas within the process of project management including the idea development and tracking, developing a scope statement, and creating a list of deliverables. This is important so that students build a project incrementally based on the knowledge they gain as they attain it. This requires students to reflect on the decisions they make based on the information they discover. The fourth and five weeks are

dedicated to students assessing and building requirements for their projects and mapping out

through time how they'll go about executing the project. In these weeks, students engage with

scenarios in which they must make tough decisions necessitating that they refine their approach

to managing a creative project. In week six, students learn about assessing for risk.

The seventh and eighth weeks focus on communication skills in terms of managing their

team, negotiating conflicts, and integrating feedback. In weeks nine and ten, students bring

together their work into a portfolio and complete a media management report. The portfolio

demonstrates their ability to collectively assess and design a creative project and the media

management report demonstrates their ability to engage with process as it occurs for the creative

materials they enjoy in popular culture.