

This document proposes an original one term/semester undergraduate course in communication and media studies entitled “Strategic Project Management for Creative Professionals”.

Description

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

It is 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 communication and media products. Process is communicated through an adaptation of classical project management work structures. This includes planning resource allocation, development of communication networks, assigning tasks, and mapping productivity.

Goals

By the end of this course, students, working individually and in teams, will conceive of an original creative project that they can use in their professional 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 creation 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 in their future workplace.

Overview

This course is designed for one term/semester. 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 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 to medium scope. This also includes understanding theory related to the political economy of media and communication.

The third week focuses on the micro level within the process of project management including 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; students reflect on the decisions they make based on the information they discover. The fourth and fifth weeks are dedicated to students assessing and building requirements for their projects and mapping timelines for how they'll go about project completion. Students engage with workplace scenarios and make tough decisions necessitating refinement of their approach to managing a creative project. In week six, students learn about assessing 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 student ability to collectively assess and design a creative project and the media management report demonstrates ability to engage with process.