

# BrandJRNY Capstone

## Continue our BrandJRNY as a part of our grant-funded American Electric Power Foundation Community Branding Initiative

Are you ready to join a legacy of successful, community-based campaigns that have **won multiple Crystal Awards** from a state professional organization and have received **national attention**? Are you ready for the challenge of working in an **agency-like setting** to implement and evaluate an integrated strategic communications community-branding campaign? Are you a hard worker who looks for **experiences beyond the traditional classroom setting**—experiences where you can get your hands dirty in the field? If so then this campaigns class may be for you!

As a part of \$250,000 American Electric Power Foundation grant, this unique capstone course will continue our BrandJRNY. We will work with a TBD small town to create a community-branding plan. For the fall semester, students will

- travel to the community to maintain and to build relationships with community members and key stakeholders;
- immerse themselves in the community's culture;
- conduct extensive research within the community and with target audiences;
- plan and stage events and workshops;
- create communication, creative, media and digital strategies;
- work with the media for earned coverage;
- produce creative materials and plan advertising strategies based on target audiences;
- begin work with developer for to help create a town website design, and more!

We also will work with industry professionals and a collaborative brand storytelling class.

This is **not your typical class**. It instead **mirrors an agency setting**, and we all treat this as a job because our client is counting on us to work with them to produce results. You will **work hard**, but this likely will be **the most rewarding work** that you will do in your college career. More importantly, you will feel **ready for a real-world position** when you've finished. Students who have taken my previous capstone courses have quickly secured positions across the country, in both metropolitan and smaller markets, in large part due to the work that they've done in my campaigns classes. Just like a job when you graduate, you will be required to apply for a position within this agency team (at a later date).

**Note:** Students who successfully complete the fall portion of the class will have the option to sign up for the community branding capstone in the spring (with a different course number 559 graduate level or Independent Study number that meets with the class] that will involve implementation of the branding plan, evaluation, and community trainings.

## Course Information:

**Course name:** STCM 459: Strategic Communications Campaigns (capstone) (STCM 559 for qualified graduate students). See your adviser for Independent Study sections.

**Sec.:** C01 **CRN:** 83829

**Time/Dates:** Tuesdays/Thursdays 2 – 3:15 p.m. This class requires trips to our TBD community. Approved travel expenses will be covered by the grant.

**Class Location:** 421 Media Innovation Center at Evansdale Crossing (EVC)

**Who can register?:** STCM seniors who meet the capstone pre-requisites, graduate students, possibly some upperclassmen from other majors ALL WITH PERMISSION from Dr. Colistra. Preference given to STCM majors.

**Spots available:** up to 10

**How to register:** This class has a Departmental Approval restriction. Registration for this class is by instructor approval only. Dr. Colistra needs to find the right people to fill the positions on this team and, most importantly, to make sure the students are passionate about and committed to the project.

**What do I do first?:** Send an email to Dr. Rita Colistra at rita.colistra@mail.wvu.edu with “Interest in STCM 459 Branding Capstone Fall 2019” in the Subject Line to express your interest and to get more information about the class and project. Later, there will be an application process in which you’ll need to apply for your top two positions (info provided later) with a cover letter, resume, and fall 2019 schedule.

## What are Some of the Possible Positions?

Although the exact positions for this campaign are still being finalized, I anticipate needing to fill some of the following POSSIBLE positions:

- o Brand Manager (team leader and master orchestrator) (1)
- o Research Directors/Market Research Analysts (at least 2)
- o Public Relations/Media Relations Director (1-2)
- o Community Relations and Engagement Director (1-2)
- o Social Media Strategist and/or Content Director (1-2)
- o Media Planner/Buyer (1)
- o Creative/Art Director (1-2)
- o Mobile/Web Strategist (1-2)
- o Digital Media Director (1)
- o Blog Coordinator (1)
- o Creative Strategist/Liaison (1)
- o Event/Workshop Directors (1-3)
- o Other positions based on campaign needs and applicants’ expertise

## Where can I find out more about the project?



brandjrny.com



@BrandJRNY



Brand Journey (@BrandJRNY)



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