An Integrated Communications Agency Pilot: Collaborating to Deliver Quality Learning Experiences and Positive Client Outcomes

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Introduction
Franklin University faculty piloted a student agency concept in 2017-18, working with client Bonecutter Development, LLC.

Work was completed by students with two different models: 1) Course Embedded Group Work, 2) Paid Student Agency Positions. (Please see handout for more details).

The Process

PILOTED BUSINESS FLOW FOR AGENCY – PAYING CLIENTS

Refine Budget prior to Finalizing (Analyze Accounting & Finance)

With IMD - Faculty Oversight

Act. Pro - Agency

Increase project and client

Billing info/call

Terms

Project Goals

Client Needs: In fall 2017, the Bonecutter family of businesses started to expand their business footprint through an eco-community development project. The clients were asking for help with branding a multi-use county as an eco-community and seeking to revamp their branding as part of that expansion. Communications students worked in teams (three teams, three to four students each) to provide strategic communication for a branding strategy aligned with business owner goals and market factors.

IMD 490 & 495 Work: Rock’s Edge was yet to launch. IMD students pitched logo and marketing materials to the clients.

COMM 321 Work: The Bonecutter family of businesses is developing mixed-use plots for a 180-acre area in Morrow County as an eco-community and seeking to revamp their branding as part of that expansion. Communications students from Urbana campus conducted marketing and news media research and created graphics, slogans, promotional print collateral, and a sample press release.

Project Timeline

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Evaluation

What did you like best about the course? (COMM 321 written responses from students)

Being able to work on a real-world project was great; I learned a lot. The real-life experience with the Bonecutter project. We had the opportunity to work with a client and apply our course learning objectives to a real-life Business scenario as opposed to a case study. It was a valuable learning experience.

Next Steps

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