Strategic Communication

Communication 2331 – Autumn 2016
Mondays—Wednesdays—Fridays 4:10 to 5:05; University Hall Room 014

Instructor Osei Appiah, Ph.D. Office: 3050 Derby Hall, 614-247-7724
appiah.2@osu.edu Office Hours: MW 9:30 AM – 11:30 AM

TA: Kaatie Cooper (email: cooper.2114@osu.edu), office hours 2-4 pm MW, 3045F Derby


Please read the assigned materials before each class meeting. The class lectures will interpret, demonstrate, and extend the information and ideas in the readings, so be sure to take careful notes during each class. The exams will be based on both the lectures and the readings.

Course Requirements:
1. Midterm. Midterm (33%) will consist of multiple choice and short answer questions.
2. Midterm. Midterm (33%) will consist of multiple choice and short answer questions.
3. Final. Final (33%) will consist of multiple choice questions.
4. Class Assignments. (1%). In-class assignments and presentations.

Course Overview: This course examines the strategic design, execution, and evaluation of advertising, public relations, marketing, and other promotional elements in the strategic communications process. While traditional advertising (e.g., television, radio, magazines) has often been the central focus of promotional marketing communication, the promotions mix also includes direct marketing, sales promotion, public relations, personal selling, point-of-purchase displays, corporate sponsorship, trade shows, and social media. Strategic communications signify a new broader perspective integrating these related communications in the overall marketing program.

Academic Misconduct: It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

NO Make-Up Exams unless previously agreed upon by the professor prior to the exam.

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.
Wednesday, August 24  
I. INTEGRATED MARKETING COMMUNICATIONS

Introduction to the Course

Friday, August 26  
VIDEO: “The Persuaders”

Monday, August 29  
Finish “The Persuaders,” Discuss & Analyze

Wednesday, August 31  
In-Class Assignment

Friday, September 2  
READ: Chapter 1, “Integrated Marketing Communications”

Monday, September 5  
NO CLASS—Labor Day

Wednesday, September 7  
II. SEGMENTING, TARGETING & POSITIONING

READ: Chapter 2, “Corporate Image and Brand Management”

Friday, September 9  
READ: Chapter 3, “Buyer Behaviors”

Monday, September 12  
“Buyer Behaviors” (Cont.)

Wednesday, September 14  
READ: Chapter 4, “Promotions Opportunity Analysis”

Friday, September 16  
“Promotions Opportunity Analysis” (Cont.)

Monday, September 19  
EXAM: MIDTERM 1

Wednesday, September 21  
III. ADVERTISING TOOLS

READ: Chapter 6, “Advertising Design: Theory & Types of Appeals”

Friday, September 23  
Advertising Design: Theory & Types of Appeals (Cont.)

Monday, September 26  
VIDEO: “Swoosh! Inside Nike”

Wednesday, September 28  
READ: Chapter 7, “Advertising Design: Message Strategies & Execution”

Friday, September 30  
“Advertising Design: Message Strategies & Execution” (Cont.)

Monday, October 3  
READ: Chapter 8, Media Planning: “Traditional Media Channels”

Wednesday, October 5  
Media Planning: Advertising Media Selection

Friday, October 7  
IV. TOOLS OF PROMOTIONS & IMC

READ: Chapter 11, “Database and Direct Response Marketing”

Monday, October 10  
“Direct Response Marketing…” (Cont.)

Wednesday, October 12  
READ: Chapter 12, “Sales Promotions”

Friday, October 14  
NO CLASS—Autumn Break
Monday, October 17  READ: Chapter 13, “Public Relations and Sponsorship Programs”
Wednesday, October 19  “Public Relations” (Cont.)
Friday, October 21  Midterm Review
Monday, October 24  **EXAM: MIDTERM 2**
Wednesday, October 26  **V. ELECTRONIC MARKETING & SOCIAL MEDIA**
   READ: Chapter 9, “E-Active Marketing”
Friday, October 28  VIDEO: “Inside the Mind of Google”
Monday, October 31  Finish “Inside the Mind of Google”; Discuss, continue with E-Marketing
Wednesday, November 2  READ: Chapter 10 “Alternative Marketing”
Friday, November 4  “Alternative Marketing” (Cont.)
Monday, November 7  **VI. ETHICS, EVALUATION & MEASUREMENT**
   READ: Chapter 14, “Regulations & Ethical Concerns”
Wednesday, November 9  **IMC Case**
Friday, November 11  READ: Chapter 15, “Evaluating an Integrated Marketing Program”
Monday, November 14  Group Presentation for IMC Case (**Due Class Group Project**)  
   Wednesday, November 16  Group Presentation for IMC Case 
   Friday, November 18  Group Presentation for IMC Case 
   Monday, November 21  Copytesting 
   Wednesday, November 23  NO CLASS: Thanksgiving Break 
   Friday, November 25  NO CLASS: Thanksgiving Break (Cont.) 
   Monday, November 28  Market Research and Consumer Behavior 
   Wednesday, November 30  Video: Beyond the Golden Arches: Inside McDonald’s 
   Friday, December 2  Finish & Discuss Video: Beyond the Golden Arches: Inside McDonald’s 
   Monday, December 5  IMC & Brand Communities—reading Carlson (2008) Brand Community 
   Wednesday, December 7  **Final Exam Review (Last Day of Class)** 
   Thursday, December 15  **FINAL EXAM 4:00 PM TO 5:45 PM**