

**Ohio State University  
School of Communication**

**COMMUNICATION 4337: PUBLIC COMMUNICATION CAMPAIGNS**

**CLASS TIME & LOCATION:** Tues/Thurs 10:20-12:25 p.m. – Enarson Classroom Bldg 258, Section 13990

**INSTRUCTOR:** Mary Sterenberg, MS                      **MY OFFICE:** JR Bldg 311

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**OFFICE HOURS:**                      Tues. 1-2 p.m., Wed./Thurs. 12:30-2 p.m., by appointment

**REQUIRED TEXT AND MATERIALS:**

Smith, Ronald D., Strategic Planning for Public Relations, 4th Edition.  
Routledge, Taylor and Francis Group: New York and London, 2013.

**DESCRIPTION OF COURSE:**

Application of management techniques to public relations; public relations strategy; and campaign development. Prereq: 2331, Journal or Comm major, grad standing or permission of instructor.

**GOALS OF COURSE:**

- Demonstrate the planning and development skills of creating an integrated public relations campaign.
- Show proficiency in conducting secondary and primary research in the development of a campaign.
- Gain an appreciation for the theory and skills learned from other courses and apply it to a real client-based campaign for Columbus.
- Develop the ability to perform situation analysis, identify objectives, develop strategies and tactics and write a public relations campaign.
- Maximize their ability to participate in extensive research, planning, execution and evaluation elements which will culminate with an oral presentation to the class and client.
- Working in groups to accomplish the task of campaign development from the beginning to end of the semester.
- Develop mastery in preparing and presenting a public relations campaign to a client.

**Instructor Note to Students:** This course has high professional and academic standards. I expect you to act as a professional and you will be treated with that respect. You would be expected at a job every day and I expect you to be in class every day. You will perform best in this class by being in attendance. Deadlines are a significant aspect of the communication professions. Deadlines will be strictly enforced. This is an opportunity for cooperative learning on your part and mine.

**GRADING:**

A	93-100%	B-	80-82%	D+	67-69%
A-	90-92%	C+	77-79%	D	63-66%
B+	87-89%	C	73-76%	D-	60-62%
B	83-86%	C-	70-72%	E	Below 60%

**METHODS OF EVALUATION:**

Group Project - Section 1 (15-20 pages)	12.5% = 50 points*
Group Project - Section 2 (15-20 pages)	12.5% = 50 points*
Group Project – FINAL PLAN	25% = 100 points*
Group Project – Oral Presentation (12-minute group Presentation)	7.5% = 30 points
Exams (2 @ 50 points each)	25% = 100 points
Research Assignment/Client Visit Memo	5% = 20 points
Variable Points (In-Class Activities)	12.5% = 50 points

**TOTAL: 400 points**

\* Group members will all receive the grade earned by the entire group for Sections 1 & 2 and the Final Plan, but each grade will be weighted based on peer evaluation to determine individuals' final scores. See Final Project Assignment or Peer Evaluation Form on Carmen for details. Beyond peer evaluations, students not actively participating in/contributing to their groups will be subject to grade penalties beyond the peer evaluation scores.

## **ASSIGNMENTS:**

**Group Project/Section 1 (50 points)** - A 15-20 page document to include a mission statement, situation analysis, secondary research, primary research outline, problem and goal statements. Peer evaluation scores impact this grade (see note below).

**Group Project/Section 2 (50 points)** - A 15-20 page document that will include primary research findings, target publics, message, objectives, strategies, tactics and evaluation. Section 2 will also include a budget and timetable. Peer evaluation scores impact this grade (see note below).

**Group Project/Final Plan (100 points)** - A professional hard copy plan that combines Sections 1 & 2 as well as an oral presentation to the client and accompanying slides. Two copies of the final campaign will be submitted to the instructor and copies of the slides will be provided to the instructor and client. Peer evaluation scores and attendance at the mandatory run-through and all days of presentations impact this grade (see note below).

**Group Project/Oral Presentation (30 points)** – 12-minute presentation to client.

**Peer Evaluations** – The ability to be an effective team player, work with different personalities and still produce excellent work for a client is crucial for developing communication campaigns. For this reason, group members will be evaluated by their peers at each major project milestone (after Section 1, Section 2 and the Final Plan). The peer evaluation will be used as a weight on the scores of each section and the Final Plan to determine individuals' final scores. For example, if the group earns 100/100 on the Final Plan, each group member will have (100 x peer evaluation) pts. The peer evaluation score will range from 0 to 1. Scores on the first and second peer eval give you the opportunity to talk to your group and ensure fair evaluations and even distribution of work moving forward.

**Exams – (2 @ 50 points each)** – Each exam will be comprised of multiple-choice and true/false questions from the text, course readings and class notes. Exams must be taken when scheduled. There are no make-up exams. There will be no study guides.

**Research/Case Study Assignment (10 points)** – You will review a Case Study to be determined. Objectives of this two page review will include a summary, overview, an objective analysis, subjective conclusions and writing mechanics. Studying the successes and failures of others is one way to be more effective in public relations.

**Client Visit Memo (10 points)** – After the client prepares you for developing a campaign around their business you will need to do a follow up memo that summarizes the objectives of the meeting, adding additional key findings and action items. It should be a one-page professional memo that is thorough, well developed and error-free.

**Variable Points (50 points)** – In-class assignments are determined by the instructor and may include such activities as pop quizzes, small group exercises, etc. **Points are given in increments of 5-10 points at a time and may not be made up. Variable points cannot be made up even with an excused absence because they are worth such a small percentage of the final grade. There are no extra credit opportunities in this course.**

## **COURSE POLICIES:**

**Attendance & Participation:** Regular attendance is key to being successful in Public Communication Campaigns. Poor attendance will adversely affect team and individual performance and grades. **If a student misses more than the equivalent of one week of classes during a regular 15-week semester, the final course grade may be lowered one full letter grade. Because Communication 4337 is a team-based interactive class, students should seriously consider withdrawing from the course if they must miss more than the equivalent of one week of classes.** ACTIVE participation in class discussion and exercises is expected.

**Assignments:** The instructor includes in advance the tentative schedule for the semester. It announces in advance the schedule for each assignment. Assignments must be handed in on time. The instructor is under no obligation to allow make-up assignments. NO LATE assignments will be accepted.

**Plagiarism:** Using another person's research or using large verbatim sections of information from the work of another will be considered plagiarism. Students who have plagiarized will be reported to the Dean and penalized. The penalty is severe. A grade of zero will be given for the assignment, and possibly failure for the entire course. If unsure, give credit to your source.

**Course Content:** Please complete reading assignments by the assigned date. The text is designed to give both a sound theoretical foundation and practical skills for speechmaking. To complete assignments correctly and to perform well on exams, it is essential that you read the text.

**Academic Misconduct:** The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

**If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct.** If COAM determines that you violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. For additional information, see the *Code of Student Conduct* (<http://studentconduct.osu.edu/page.asp?id=1>) and with "*Ten Suggestions for Preserving Academic Integrity*" (<http://oaa.osu.edu/coamtensuggestions.html>).

**Disability Services:** Students with disabilities who have been certified by the Office for Disability Services will be appropriately accommodated, and should inform me as soon as possible of their needs. When possible, documentation should be provided no later than the second week of class. The Office for Disability Services is located in 098 Baker Hall, 113 West 12<sup>th</sup> Ave.; Phone 614-292-3307; [slds@osu.edu](mailto:slds@osu.edu); <http://www.ods.ohio-state.edu/>.

## TENTATIVE SCHEDULE

WEEK	TOPIC	CHAPTER
1 8/23, 25	Course Introduction/Preview Syllabus Introduce Client/Overview of the Campaign Process <b>Assign Section 1</b> Analyzing the Situation	Step 1
2 8/30, 9/1	Analyzing the Organization Group Assignments/Group Contract Workshop Analyzing the Publics Preliminary Client Research	Step 2 Step 3
3 9/6, 8	Assign Client Memo and Research Assignment Case study analysis Establishing secondary research questions/making assignments <b>Meet the Client (9/8)</b>	
4 9/13, 15	Client meeting debrief <b>Client Memo/Research Assignment Due (TUES)</b> Applied Research Techniques <b>Group Meetings</b> - Building primary research plan	Appendix A
5 9/20, 22	<b>Exam 1/Section 1 Work Session</b> Establishing Goals	Step 4
6 9/27, 29	Finalizing Section 1 <b>Section 1/Peer Eval #1 Due (Wednesday 9/28 by midnight)</b> Establishing Objectives Strategy: Overview, Action and Response <b>Assign Section 2</b>	Step 4 (cont) Step 5
7 10/4, 6	Strategy: Message Communication Tactics	Step 6 Step 7
8 10/11, 13	Implementing the Strategic Plan <b>FALL BREAK (10/13)</b>	Step 8
9 10/18, 20	Evaluating the Strategic Plan Big Idea Group work sessions/Group Meetings with mentors	Step 9
10 10/25, 27	Ethical Standards, Client Relations <b>Exam 2/Group meetings</b>	Appendix B
11 11/1, 3	Finalizing Section 2/Selecting, Packaging Tactics Guest speaker <b>Section 2/Peer Eval #2 Due (FRI 5 p.m.)</b>	

- 12 11/8, 10 Design/print proposal workshop  
Business etiquette/Client pitch workshop
- 13 11/15, 17 Finalize proposals  
Meetings with instructor: must bring final proposal and presentation storyboard
- 14 11/22, 24 Meetings with instructor: must bring final proposal and presentation storyboard  
**THANKSGIVING BREAK**
- 15 11/29, 12/1 **Final Project Narrative to Dropbox Due (MON - noon)**  
Final presentation run-throughs
- 12/6 **Group Presentations to Client**  
**Final Design Print Proposal and Presentation Hard Copy & Dropbox**  
**Peer Eval #2 Due**  
**Mandatory Attendance by All**