

**Ohio State University
School of Communication**

COMMUNICATION 4337: PUBLIC COMMUNICATION CAMPAIGNS FALL 2019

CLASS TIME & LOCATION: Tues/Thurs 10:20 a.m. - 12:10 p.m. – Campbell Hall 100, Section 17639

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

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OFFICE HOURS: Tuesday/Thursday 12:30-2:30 p.m., by appointment

REQUIRED TEXT AND MATERIALS:

Smith, Ronald D., Strategic Planning for Public Relations, 5th Edition.
Routledge, Taylor and Francis Group: New York and London, 2017.

DESCRIPTION OF COURSE:

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

GOALS OF COURSE:

- Demonstrate the planning & development skills needed to create 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 a situation analysis, identify objectives, develop strategies and tactics and write a public relations campaign.
- Maximize ability to participate in extensive research, planning, execution and evaluation elements which will culminate with an oral presentation to the class and client.
- Work in a group to accomplish a long-term task, managing and maximizing time and personalities/styles to achieve shared success.
- 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)	50 points*
Group Project - Section 2 (15-20 pages)	50 points*
Group Project – FINAL PLAN	100 points*
Group Project – Oral Presentation	30 points
Quizzes	80 points
Client Visit Memo	10 points
Discussion Posts/In-Class Activities	80 points

400 points TOTAL

* 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 to include primary research findings, target publics, message, objectives, strategies, tactics, evaluation, 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. 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) – An oral presentation to the client and accompanying slides

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. Group members will be evaluated by their peers at each major project milestone (after Section 1, Section 2 and the Final Plan). You will give each team member a score out of 100%. I aggregate those scores and apply to the group's grade. For example, if you receive an average 90% score from your group on Section 1, you will receive 90% of the grade your group earned. 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.

Quizzes – (80 points) – This course uses quizzes in lieu of exams to align more closely with application of the concepts along the campaign development process. Quizzes include multiple-choice questions from the text, course readings and class notes. Use the Reading Notes document on Carmen as an outline to create your own study guide while taking notes in class and during the readings. **Quizzes are available via Carmen. They open after class Tuesdays and must be completed by start of class on Thursdays (DATES LISTED ON THE SYLLABUS).**

There are no make-up quizzes. There will be no formal study guides, and it is the responsibility of the student to complete assigned readings, take notes in class, prepare for and take quizzes independently. This allows more class time for group progress on the campaign. **STUDENTS MAY NOT WORK TOGETHER OR COLLABORATE IN ANY WAY ON QUIZZES.** Though students are quizzed on the same topics, each student does not receive identical quiz questions.

Proctorio is the online exam proctoring tool integrated into Carmen. Use of Proctorio is **required** for the quizzes in this course. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. You will need to use a Chrome browser. Visit the [Student Guide to Proctorio](#) to get started before the quizzes.

Quiz 1: Steps 1 & 2 (17 questions)

Quiz 2: Step 3 (10 questions)

Quiz 3: Appendixes A, B, C, D (10 questions)

Quiz 4: Steps 4 & 5 (12 questions)

Quiz 5: Step 6 (14 questions)

Quiz 6: Step 7 (10 questions)

Quiz 7: Steps 8 & 9 & in-class ethics information (7 questions)

Client Visit Memo (10 points) – After the client prepares you for developing a campaign, you will need to do a follow up memo that summarizes the objectives of the meeting, adding additional key findings and action items. Complete assignment sheet available on Carmen. Each student submits this assignment independently.

Discussion Posts/In-Class Activities (80 points) – In-class assignments are determined by the instructor and may include such activities as pop quizzes, small group exercises, etc. Carmen discussions are assigned in class and via Carmen announcements. **Points are given in increments of 5-10 points at a time and may not be made up even with an excused absence because they are each worth such a small percentage of the final grade.**

COURSE POLICIES:

Attendance & Participation: Regular attendance is key to being successful in this class. 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 will be lowered one-third of a letter grade for each additional class missed (i.e., B to a B-). 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 campaign creation. To complete assignments correctly and to perform well on quizzes, it is essential that you read the text.

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://studentlife.osu.edu/csc/>.

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 policy or what constitutes academic misconduct in this course, please contact me.

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

PLEASE TAKE CARE OF YOURSELF (Mental Health Statement):

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student’s ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life’s Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org

Accessibility accommodations for students with disabilities

Requesting accommodations:

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

TENTATIVE SCHEDULE

WEEK	DATE	TOPIC	READINGS/ASSIGNMENTS
1	8/20, 22	Course Introduction/Preview Syllabus Introduce Client/Campaign Process Overview Assign Section 1 Analyzing the Situation	Phase 1 Intro, Step 1
2	8/27, 29	Analyzing the Organization Group Assignments/Group Contract Workshop Preliminary Client Research Assign Client Memo Case study analysis	Step 2 Quiz #1 (Phase 1 Intro, Steps 1 & 2; Due by start of class Thursday)
3	9/3, 5	Meet the Client Analyzing the Publics Establishing secondary research questions/making assignments	Step 3 Quiz #2 (Step 3; Due by start of class Thursday)
4	9/10, 12	Applied Research Techniques Building primary research plan Group Meetings: Secondary Research Client Memo Due (9/12)	Appendix A, B, C, D Client Memo Due (9/12) Quiz #3 (Appendixes A, B, C, D; Due by start of class Thursday)
5	9/17, 19	Establishing Goals Section 1 Group Work Session	Step 4
6	9/24, 26	Section 1 Due Wed., 9/25 by midnight Peer Eval #1 Due Fri., 9/27 by midnight Assign Section 2 Establishing Objectives, Strategies	Section 1 Due Wed., 9/25 by Midnight Peer Eval #1 Due Fri., 9/27 by midnight Step 5

7	10/1, 3	Strategy: Message Campaign Case Study	Step 6 Quiz #4: (Steps 4 & 5; Due by start of class Thursday)
8	10/8, 10	Section 1 Group Review FALL BREAK	Quiz #5: (Step 6; Due by 10:20 a.m. Thursday – NOTE: This is fall break. We don't meet in class Thursday, but don't forget to submit the quiz before the due date/time.)
9	10/15, 17	Communication Tactics Client midpoint meeting (tentative)	Step 7 Quiz #6: (Step 7; Due by start of class Thursday)
10	10/22, 24	Analyzing data/ Selecting, Packaging Tactics Evaluating the Strategic Plan Ethics	Step 8 Step 9 Quiz #7: (Steps 8 & 9 & In-class Ethics; Due by start of class Thursday)
11	10/29, 31	Group Meetings with mentors Finalizing Section 2 Section 2 Due (Friday 11/1 by 5 p.m.) Peer Eval #2 Due Monday 11/4 by 10 a.m.	Section 2 Due (Friday 11/1 by 5 p.m.) Peer Eval #2 Due Monday 11/4 by 10 a.m.
12	11/5, 7	Design/print proposal workshop Business etiquette/Client pitch workshop	
13	11/12, 14	Meetings with instructor; bring presentation storyboard Client pitch coaching Final Print Narrative Due to Carmen (Friday 11/15 by midnight)	Final Narrative Due to Carmen (Friday 11/15 by midnight)
14	11/19, 21	Finalize proposals Final presentation run-throughs	
15	11/26, 28	Final presentation run-throughs Group Presentations to Client Final Design Print Proposal and Presentation Hard Copy & PDF to Carmen Peer Eval #3 Due (48 hours after client pitch) Mandatory Attendance by All	Group Presentations to Client (Date TBD) Final Design Print Proposal and Presentation Hard Copy & PDF to Carmen Peer Eval #3 Due (48 hours after client pitch)
16	12/3	Campaign debrief	