

Communication 2331

Strategic Communication Principles

Monday, Wednesday, Friday 1:50pm–2:45pm, Stillman Hall 100

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appointment

Course Description

This course introduces students to the general field of strategic communication from a business perspective, with an emphasis on integrated marketing communications, message design, and advertising. The course material covers a wide range of topics including psychological and sociological principles as bases for appeals, strategies for media selection and message execution and introduction to research and ethics. By the end of the course, students should be able to have a broad overview of the strategic communication and advertising industries, basic practices, and associated social and ethical issues. This class fulfills GE requirements by introducing you to social science theories and methodologies of strategic communication, as well as understanding communication processes between individuals and organizations.

Required Textbook & Readings

There is one required text for this course that should be available from the book store:

Belch, G. & Belch, M (2014). *Advertising and Promotion: An Integrated Marketing Communications Prospective 10th Edition*. New York: McGraw Hill

Grading Policies

You need to 1) read the assigned materials on Canvas and 2) attend class regularly as the exams and online quizzes will focus on the book chapters and lecture equally. The breakdown of assignments and portion of your overall grade is as follows:

Exams (4) - 25% (25% each – I drop your lowest exam grade, see below)

Online Quizzes/Activities - 15%

Short Writing Assignments (2) – 10% (5% each)

Exams (75%)

There will be 3 in-class exams and one exam during finals week. Cumulatively, the exams will account for 75% of your overall grade. Each exam will consist of 50 multiple choice questions using scantron sheets. Each in-class exam will cover the material in the preceding weeks as noted in the syllabus. The fourth exam during finals week (**FINAL EXAM IS TUESDAY MAY 2ND AT 4PM**) will be a cumulative exam that covers all the course material since the beginning of the class. A study guide for each exam will be made available at least 4-5 days before the exam.

I WILL DROP YOUR LOWEST EXAM GRADE OUT OF THE FOUR. This means I will take your 3 best scores out of the four exams to calculate your exam portion of your course grade. In addition, if you have taken the 3 in-class exams and are satisfied with your final grade based on those three exams, you are not required to take the fourth cumulative exam during finals week if you do not wish to do so.

VERY IMPORTANT: BRING AT LEAST ONE #2 PENCIL TO EACH EXAM; NO PENCILS WILL BE PROVIDED BY THE PROFESSOR OR TA.

VERY IMPORTANT: BRING A VALID OSU ID (I.E., YOUR “BUCK•I•D” CARD) OR A VALID DRIVERS LICENSE ON EXAM DATES AS YOU WILL NEED TO SHOW PROOF OF IDENTITY TO TURN IN YOUR EXAM.

VERY IMPORTANT: WE RESERVE THE RIGHT TO WITHHOLD THE EXAM IF YOU ARRIVE MORE THAN 10 MINUTES LATE ON EXAM DAYS (I.E., YOU WILL RECEIVE A ZERO ON THE EXAM). AND, IF YOU ARRIVE AFTER THE FIRST PERSON HAS COMPLETED/LEFT THE EXAM, YOU WILL ABSOLUTELY NOT BE ALLOWED TO TAKE THAT EXAM (I.E., YOU WILL RECEIVE A ZERO ON THE EXAM). PLEASE USE THE REST ROOM BEFORE THE EXAM; STUDENTS WILL NOT BE PERMITTED TO LEAVE THE CLASSROOM ONCE THE EXAM HAS BEGUN UNTIL THEY TURN IN THEIR EXAM.

EXAM MAKE-UP POLICY

Exams are given only once at the time scheduled in the syllabus. No make-up exams are given for any reason. Exams will not be given early or late. If you miss an exam, you receive a zero, no exceptions. If you talk during the exam with another student, I will assume that your discussion is about the exam itself, and this will be treated as a violation of the Code of Student Conduct. Other forms of academic misconduct will be prosecuted according to accepted University procedures (see below).

The only exceptions to these rules are tragic, extraordinary, and totally unforeseen personal circumstances that are convincingly documented to your TA or the Professor no later than 24 hours after the date the exam is scheduled. Buses not running on time, car problems, misbehaved pets, missed or cancelled airline flights, job interviews, attendance at family social functions, sporting events, and previously scheduled vacations are not valid excuses for missing an exam. Do not approach me or the TAs at the end of the quarter with a medical excuse for poor performance or missing exams or assignments earlier in the quarter. The time to talk to us

is when the problem first arises. We follow this policy strictly, and documentation produced more than 48 hours after the exam simply will not be accepted, regardless of how valid or compelling it seems to you.

Online Activities/Quizzes (15%)

Online activities will take the form of taking online quizzes on Canvas, viewing movies, participating in online chats/lectures with your class peers.

Online Canvas quizzes may be taken on your home computer or in an OSU computer lab, they are not designed to be taken collectively, as a group, or to share quiz answers with other classmates. Sharing or distributing quiz answers to other classmates or providing other assistance is punishable under the Ohio State University's Code of Student Conduct up to and including failure in the class and/or suspension from OSU. The purpose of the quizzes is to (a) encourage you to keep up to date on readings and class lectures; (b) give you a low-risk way of experiencing the nature of questions that will appear on exams; and (c) help you realize prior to the exams if you will need to modify the amount of effort or strategies you use in preparing for testing in this course

Documentary Fridays: In addition to online quizzes, you will be responsible for viewing several documentaries online during the course of the semester, answering a brief quiz about the movie, and engaging in online discussion about the film contents, which will be followed up with a class discussion. To compensate for this additional time outside of class viewing films (each around 90 minutes), you will be released from class some Fridays, with class discussion about the movie at the beginning of class the following Monday. The Fridays in question and the respective films are listed in the syllabus.

Short Writing Assignments (10%)

Two brief writing assignments applying knowledge from the class to analyze a 1) brand and a 2) TV advertisement will be assigned during the semester. Each writing assignment will be worth 5% of your final grade. Specific details for each assignment will be provided in later assignment summaries to be distributed in class and provided on Canvas. The tentative dates of the assigned paper and when they are due are listed in the course schedule. However, we wanted to let you know now that each assignment will consist of the production of @2-3 page double-spaced paper.

Lecture Attendance

You are expected to attend lectures regularly. I do not take attendance during the semester, HOWEVER, a more than decent percentage of the material on the exams is presented only during the lecture period of the class. **If you don't attend the lectures consistently, you will not do well in this course.** Material from the films shown in class will be included on the exams and quizzes.

Extra Credit/CREP

During the course of the semester, through the Communication Research Experience (C-REP) you have the opportunity to participate in experiments or surveys conducted by School of Communication faculty or graduate students for extra credit toward your final grade. CREP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. You may earn a MAXIMUM of 3% credit toward your final grade through participation in CREP.

Participation can take the form of:

- Completing up to THREE hours (1 hour = 1% extra credit) of C-REP research studies, OR
- Completing up to THREE C-REP alternative written assignments (1 assignment = 1% extra credit), OR
- Completing a combined total of THREE hours of research studies and alternative writing assignments.

You must complete at least 1 hour/credit of CREP in order to receive extra credit. Completing your C-REP requirement must take place during the semester. You should definitely NOT wait until the last minute to sign up for participation for extra credit because people tend to procrastinate and research opportunities will be limited. In fact, it is probably wise to complete your C-REP requirement as early as possible in the semester when demands on your time are the lightest. The C-REP Student Guide on the School of Communication website tells you everything you need to know about this requirement:

<http://www.comm.ohio-state.edu/images/stories/PDFs/crepstudentguideupdate.pdf>

Both COMM 1100 and COMM 1101 require C-REP participation, and thus you may be enrolled in CREP for those courses simultaneously or another communication class for extra credit. The same C-REP participation CANNOT be counted for more than one course. Please direct any questions regarding C-REP to **frampton.22@buckeyemail.osu.edu**

Cell Phones and General Politeness

A ringing cell phone during a lecture or discussion is annoying to the instructor (i.e., me) and others in the room. Please be respectful of those around you by turning off your cell phone prior to the start of lecture. If you anticipate that you will need to leave the lecture hall before the end of a lecture, please select a seat near the edge of a row or in the back of the room to avoid disrupting others when you leave. To maintain an atmosphere conducive to learning, please be courteous to other members of the class and treat them with the dignity and respect that you expect from others.

Professor and Teaching Assistant's Use of Electronic Mail and Messaging

There may be occasions where I or one of your TAs will need to get in touch with you outside of regular class hours. Email will usually be the first means by which contact will be initiated. It is important that you check your OSU email account regularly, and make sure you purge your account of unneeded email so that new email can get through. If you do not use your OSU email address as your primary email account, please arrange through OIT to have your OSU email

forwarded to your preferred account. For instructions on how to have your email forwarded, see http://8help.osu.edu/forms/mail_forwarding.html.

Some Words About Academic Honesty

It is your responsibility to complete your own work as best you can in the time provided. 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, possession of unauthorized materials during an examination, and falsification of laboratory or other data. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct at http://studentaffairs.osu.edu/resource_csc.asp

Academic misconduct is a serious offense, and it is my responsibility to make sure it does not occur. 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 (COAM). If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact your TA or visit the COAM web page at <http://oaa.osu.edu/coam/home.html>.

Special Accommodations

If you need an accommodation based on the impact of a disability, you should contact the professor to arrange an appointment by the end of the second week of classes. At the appointment we can discuss the course format, anticipate your needs and explore potential accommodations. I rely on the Office for Disability Services for assistance in verifying the need for accommodations and developing accommodation strategies. If you have not previously contacted the Office for Disability Services, I encourage you to do so.

General Education Goals and Expected Learning Outcomes

This course fulfills GE requirements within Arts & Sciences. The GE goals and expected learning outcomes for this class are:

GE Goal: Students understand the systematic study of human behavior and cognition; the structure of human societies, cultures, and institutions; and the processes by which individuals, groups, and societies interact, communicate, and use human, natural, and economic resources.

Expected Learning Outcomes about Individuals and Groups:

- Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.
- Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.

- Students comprehend and assess individual and group values and their importance in social problem solving and policy making.

School of Communication & Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures

About your Professor

Dr Olga Kamenchuk teaches courses in strategic and political communication at OSU (*Strategic Communication; Communication and Conflict Management; Intercultural Communication*) and conducts research in the areas of political psychology, international communication, public opinion and post-communist countries. She has taught graduate and undergraduate level courses in the leading universities of Austria, Germany, Italy, Russia and US. She has also well has conducted over 100 opinion research projects for organizations such as the World Bank, the European Commission, the United Nations, Cambridge University, University of Pennsylvania, BBG, Bloomberg, Thomson Reuters, and Asahi Shimbun.

Besides her research and teaching background, Dr Kamenchuk has over 15 years of her career to work as a director of communication and marketing, press officer, journalist, media editor and consultant, as well as often provided interviews and commentaries to international media (e.g. CNN, Financial Times, The Wall Street Journal, Bloomberg, Reuters, ZDF, BBC, etc...)

LECTURE/READING/EXAM SCHEDULE

DATE	TOPIC	READINGS/ASSIGNMENTS
1/9	Course Introduction	
SECTION 1: Strategic Communication: Foundational Concepts & Planning		
1/11	Introduction to IMC	Chapter 1
1/13	Introduction to IMC	Chapter 1
1/16	MARTIN LUTHER KING DAY	NO CLASS
1/18	Branding, Positioning, Target Marketing	Chapter 2
1/20	DOCUMENTARY FRIDAY/ No Class	Chapter 3; Film: "The Persuaders"
1/23	Branding, Positioning, Target Marketing/ Film Discussion/	Chapter 2
1/25	Target Marketing/SWOT	Assigned Canvas Readings; PAPER #1 ASSIGNED
1/27	Strat Comm Research & Evaluation	Chapter 18
1/30	Strat Comm Research & Evaluation	Chapter 18
2/1	Strat Comm and Society	Chapter 21; PAPER #1 DUE
2/3	DOCUMENTARY FRIDAY/ No Class	Film: "Consuming Kids"
2/6	Film Discussion/ Super Bowl Ad Review	Canvas Reading
2/8	Discussion & Exam 1 Q&A Review	
2/10	Section 1 In-Class Exam	BRING PICTURE ID / #2 Pencil (DON'T PANIC!)
SECTION 2: Strategic Communication: Relationships between Audiences, Messages, and Behavior		
2/13	Understanding Audience Behavior	Chapter 4
2/15	Understanding Audience Behavior	Chapter 4
2/17	Strategic Communication Processes	Chapter 5
2/20	Strategic Communication Processes	Chapter 5
2/22	Source, Message, Channel Factors	Chapter 6
2/24	Source, Message, Channel Factors	Chapter 6 PAPER #2 ASSIGNED
2/27	Creative Message Design	Chapter 8, pgs. 271-275; 282-297; Chapter 9, 299-319
3/1	Creative Message Design	Chapter 8, pgs. 271-275; 282-297; Chapter 9, 299-319
3/3	DOCUMENTARY FRIDAY/ No Class	PAPER #2 Due
3/6	Creative Message Design/Film Discussion	Chapter 8, pgs. 271-275; 282-297; Chapter 9, 299-319
3/8	Exam 2 Review	Exam 2 Q&A Review
3/10	Section 2 In-Class Exam	BRING PICTURE ID / #2 Pencil
3/13 -3/17	SPRING BREAK	NO CLASS - GET SOME SUN – PARTY SAFE!!!
SECTION 3: Strategic Communication: Message Diffusion & Context		
3/20	Strategic Media Planning	Chapter 10
3/22	Strategic Media Planning	Chapter 10
3/24	Strategic Media Planning	Chapter 10
3/27	Support Media	Chapter 13
3/29	Direct Marketing	Chapter 14
3/31	New Media/Brand Websites	Chapter 15
4/3	Viral/Guerilla Marketing	Assigned Canvas Readings
4/5	Viral/Guerilla Marketing	Assigned Canvas Readings
4/7	Public Relations/Corporate Advertising	Chapter 17
4/10	Public Relations/Corporate Advertising	Chapter 17
4/12	Crisis Communication	Canvas Reading
4/14	DOCUMENTARY FRIDAY/ No Class	Film: "Merchants of Doubt"
4/17	International Strategic Communication	Chapter 19
4/19	International Strategic Communication	Canvas Reading
4/21	Exam 3 /Final Exam Review	Exam 3 Q&A Review
4/24	Section 3 In-Class Exam	BRING PICTURE ID / #2 Pencil (OK PANIC!)

FINAL EXAM IS TUESDAY MAY 2ND AT 4PM