

COMM 2331: Strategic Communication Principles

COURSE INSTRUCTOR

Emma M. Fete
3028 Derby Hall
fete.3@osu.edu
Virtual Office Hours: Tuesday 10AM - 1PM & by appointment

Teaching Assistant
Dolores Chu - 3055 Derby Hall
[dolores.chu.2331@gmail](mailto:dolores.chu.2331@gmail.com)
Office Hours: By 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, and demonstrate the ability to apply these elements to a marketing campaign analysis. 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

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

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

There are also required readings or viewing materials for each module, which will be posted or linked to on Carmen. Additional readings also may be assigned throughout the semester. I may also provide supplementary texts, should you be interested in any particular subject or case study and wish to read further. You will not be required to read any supplementary texts—they will be provided simply for your benefit.

ONLINE COURSE INTRODUCTION

As an online course, this class allows a certain amount of flexibility and control on the part of the student. In this case, since we do not meet in person, you will view lectures and other media, take quizzes, and complete other assignments on your own via the Carmen system. You will be expected to complete all assigned readings, viewings, lecture notes, and quizzes on a two-week module schedule. This type of schedule is appealing to most students, but you should beware: online courses are ***NOT*** easy. You must keep up with work, without a set class time to keep you on task, and without an instructor badgering you. Self-motivation to sit down and read or do

assignments is **CRITICAL**. Reading the text is absolutely mandatory, as my online lectures will only cover key elements from the readings I want or feel I need to emphasize. You should expect to set aside a minimum of 9 hours each week to adequately prepare for the assignments, quizzes, and tests.

COURSE ASSIGNMENTS

Online Course Work

To reinforce the material covered in the textbook and readings, and to assess your knowledge of course material, you will be asked to complete several small learning activities. *Please note that a “week” in this class starts every Monday.* This course is broken down into six modules, spanning 11 weeks. You will be responsible for a reading quiz each week, and a practical assignment every two or so weeks. You will also be responsible for a final analysis project of a campaign. **Please note: learning activities take the place of formal exams other than the mid-term, so they count for a large % of the points in this class.**

Online Quizzes. You can expect a quiz every week. Quizzes will cover the assigned materials for a particular week and include course readings, video lectures, and online media. Quizzes will be posted for each module, and will close after two weeks. You may use your notes and other materials, but please note that you will have only a limited amount of time to complete a quiz. It is unlikely you will get a high score on the quiz if you don't do assigned work in advance. You can expect to be quizzed over *anything* from the course content for that particular week (online lectures, readings, videos, etc.). **THERE WILL BE NO MAKEUPS OFFERED FOR MISSED QUIZZES. I will drop your lowest quiz grade.**

Short Assignments. These exercises provide an opportunity for you to apply or reflect upon main topics and issues in the course. The exercises will vary. For example, one week I may ask you to provide an analysis of an advertisement's target audience. Another time, I may ask for you to identify ethical concerns in an advertising campaign. These assignments are meant to be applications of the course material, not simple regurgitation of information, but brevity and conciseness are necessary. They should demonstrate your understanding of course concepts and material.

Midterm Exam

The midterm will be available for a two-week period and will cover ALL materials discussed in the first half of the course. It will be timed and will have applicative as well as explicative questions. You are welcome to have notes and the book available to you, but it will be impossible to do well on this exam without firsthand knowledge of the materials covered.

Final Project

Analysis of a Strategic Marketing Campaign

In this final paper, you will demonstrate your ability to analyze a campaign covering all the elements we discussed in class. You will provide your interpretation of the campaign's intention, target audiences, budget objectives, strategy, techniques, ethical considerations, and your opinion on the campaign's success. This will not be a simple task, and will require application of the cumulative knowledge gained in this course.

GRADING SCALE AND INFORMATION

The following is a list of assignments and the final grading criteria for this course. You may view your grade at any time on Carmen. Grades are calculated using Carmen (OSU Standard). However, I may offer extra credit.

Course Assignments	%
Quizzes (11 total, lowest dropped)	30%
Short Assignments (4 total)	30%
Midterm	15%
Final Paper	20%
Discussion Introduction	5%
TOTAL POINTS FOR COURSE	100%

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

COURSE POLICIES

Assignment Due Dates

Since you are in an online course with two-week modules where working ahead is very easy, I will have a very strict expectation of due dates. You are always encouraged to turn in the assignments early. Otherwise, assignments are due at the designated time (via the Carmen drop box) and **late work will not be accepted**. The drop box will close at the designated time and will not accept any late submissions. If you do not turn an assignment in on time, you will receive zero points for the assignment. I will make exceptions for university-excused absences or other unavoidable circumstances (e.g., deaths, personal/family illness and emergencies) with a written verification, but I ask that you inform me of these situations in advance or no later than the assignment due date.

Carmen/E-mail

THIS IS AN ONLINE COUSE—regular use of Carmen and e-mail is REQUIRED. Readings, lectures, and viewings will all be posted on Carmen, along with grades and other course information and assignments. It is your responsibility to check Carmen regularly for announcements and updates. You also are responsible for all information that is sent to your OSU email account regarding the course, and you should check this information regularly. E-mail is the easiest and quickest way to get in touch with your instructor, and I will do my best to respond in 24 hours during the week. However, before emailing me, please be sure to check the syllabus to make sure that your question is not answered there.

Carmen Discussion

As an online course, it can be difficult to navigate getting help on assignments. I will organize you into groups of five and create an online forum just for each group. **You are required to introduce yourself in the first week of class in this online forum.** If you then choose not to use that forum any further, you are more than welcome to

do so. However, if you are having trouble with an assignment or are confused about anything, this forum can be a place for you to discuss it with your classmates. There will also be a forum for questions to pose to the instructor or TA should you have something you'd like to ask and think it would be helpful for other classmates to have the answer, and we will check it regularly.

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/>).

Reasonable Accommodation

Students with disabilities will be appropriately accommodated and should inform the instructor as soon as possible of their needs. You may also contact the Office for Disability Services located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

CLASS SCHEDULE AND ASSIGNMENT DUE DATES

Please note that all modules for a given week **MUST** be completed by Tuesday at 11:59 PM

Week		
1	ONLINE MODULES DUE: 5/17	<ul style="list-style-type: none"> • Class Overview • Introduction to Integrated Marketing Communications (IMC)
	Chapters 1, 2	<ul style="list-style-type: none"> • Quiz 1 • Discussion Introduction
2	ONLINE MODULES DUE: 5/24	<ul style="list-style-type: none"> • Consumer Behavior
	Chapter 4	<ul style="list-style-type: none"> • Quiz 2 • SWOT Analysis
3	ONLINE MODULES DUE: 5/31	<ul style="list-style-type: none"> • The Communication Process
	Chapter 5	<ul style="list-style-type: none"> • Quiz 3
4	ONLINE MODULES DUE: 6/7	<ul style="list-style-type: none"> • Message Interference • Budgeting and Objectives
	Chapters 6, 7	<ul style="list-style-type: none"> • Quiz 4 • Target Audience Analysis

5	ONLINE MODULES DUE: 6/14	<ul style="list-style-type: none"> • Planning and Development
	Chapter 8	<ul style="list-style-type: none"> • Quiz 5
6	ONLINE MODULES DUE: 6/21	<ul style="list-style-type: none"> • Implementation and Evaluation
	Chapter 9	<ul style="list-style-type: none"> • Quiz 6 • Campaign Evaluation
7	ONLINE MODULES DUE: 6/28	<ul style="list-style-type: none"> • Public Relations and Publicity • Ethics
	Chapters 17, 21	<ul style="list-style-type: none"> • Quiz 7
8	ONLINE MODULES DUE: 7/5	<ul style="list-style-type: none"> • Media Planning and Strategy
	Chapter 10	<ul style="list-style-type: none"> • Quiz 8 • MIDTERM
9	ONLINE MODULES DUE: 7/12	<ul style="list-style-type: none"> • Traditional Media Formats
	Chapters 11-14	<ul style="list-style-type: none"> • Quiz 9
10	ONLINE MODULES DUE: 7/19	<ul style="list-style-type: none"> • New Media
	Chapter 15	<ul style="list-style-type: none"> • Quiz 10 • Media Comparison
11	ONLINE MODULES DUE: 7/26	<ul style="list-style-type: none"> • Measuring Successful Campaigns
	Chapter 18	<ul style="list-style-type: none"> • Quiz 11
12	FINAL PROJECT DUE: 8/1 at 8:00AM	<ul style="list-style-type: none"> • Full Campaign Analysis