

# Comm 4337: Public Communication Campaigns



Summer 2016: Mon/Tues/Wed/Thur 12:40 – 2:45 pm  
Denney Hall 238, May 11 – June 17

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**Office:** 3047 Derby Hall  
**Office Hours:** Tu/W 11:30-12:30, 3-4

**Course Introduction and Objectives:** You’ve spent years taking courses in School of Communication learning about persuasion, strategic communication, advertising, research methods, and many other communication concepts. In this course, you will apply much of what you’ve already learned, along with this course material to create a public communication campaign. Students will work in teams throughout the 6-week course to develop a campaign for a real world client. Campaigns for the client will include extensive research, planning, execution, and evaluation elements and will culminate with an oral presentation to the class and client.

In this course, you will work in teams, which will require you to:

- Develop an in-depth understanding of the client’s needs
- Research and prepare a comprehensive campaign proposal to address the client’s goals and/or problems
- Design and develop media products as needed for above
- Formally present the proposal and media products for the client and fellow students

The two clients for the course are Columbus Public Health and the Manhattan (NYC) District Attorney’s Office. Both organizations are looking forward to this opportunity as they both plan to use *your* final product if it is of high quality. The projects are very important to the respective communities and have real world implications. Not only are you working to earn a high grade, but you are also working to prevent deaths and solve cold cases.

**Instructor Note to Students:** Because of the above comment, this course has high professional and academic standards. I expect you to act as a professional and you will be treated with respect as a professional. 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. As such, there is an attendance policy that is described below. In addition to the attendance policy, your grade will also depend on peer evaluations. You will be evaluated by your group members regarding your contributions to the group both in and out of class time. Deadlines are a significant aspect of the communication professions and will be strictly enforced.

**Course Text:** *Strategic Planning for Public Relations 4<sup>th</sup> Edition*, D. Smith, Routledge, 2013 (**Required**). Additional readings may be posted to the course site on Carmen throughout the session. Also recommended: *The Associated Press Stylebook*

**Disability Services:** “Students with disabilities who have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor 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 150 Pomerane Hall, 1760 Neil Avenue; Phone 292-3307; TDD 292-0901; <http://www.ods.ohio-state.edu>.”

**Methods of Evaluation:**

<i>Assignment</i>	<i>Points</i>	<i>Percentage</i>
Client visit memo	20	5%
Group Project – Section 1	50	12.5%
Group Project – Section 2	50	12.5%
Group Project – Final Plan	100	25%
Group Project – Oral Presentation	40	10%
Quizzes (4 @ 15 pts. Each)	60	15%
Research Case Study (4 @ 15 pts. each)	60	15%
Class Participation	20	5%
Peer Evaluations	**Described below	
<b>Total</b>	<b>400</b>	

**Grades**

Your grade is not something that I “give” to you; it is something that you earn. Performance in this course is evaluated on a 400-point scale. You will earn your grade according to your performance on the above requirements. Because a large focus of this class involves working in a group, you will evaluate each group member and they will evaluate you after each assignment is completed.

Final grades will be assigned as follows:

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

## **Assignments**

**Client Visit Memo (20 points)** – After the client prepares you for developing a campaign around their business or organization you (individually) will need to complete 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 submitted on Carmen that is thorough, well developed and error-free.

**Group Project/Section 1 (50 points)** - A 15-20 page document that will include a mission statement, situation analysis, secondary research, a problem statement, and a goal statement.

**Group Project/Section 2 (50 points)** - A 15-20 page document that will include primary research, targeting your publics including your message, objectives, strategies, tactics and evaluation. Section 2 will also include a budget and timetable.

**Group Project/Final Plan (100 points)** - A professional plan that combines Sections 1 & 2 including the oral presentation and accompanying slides. One electronic and one print copy will be submitted to the instructor.

**Group Project/Oral Presentation (40 points)** - Presentation to class and client.

**\*\*Peer Evaluations** – Because a large focus of this class involves working in a group, you will evaluate each group member and they will evaluate you after *each* assignment is completed. Peer evaluations must be completed accurately, honestly and on time.

Each project will have a peer evaluation form out of 100. You will put the percentage of work that each group member (including yourself) did. If there are 4 members in your group, your expected grade is 25 (100/4). If there are 5 members in your group, your expected grade is 20 (100/5). Scores higher than this will increase your scores on group projects, and scores lower than this will decrease your scores on group projects. Your evaluations can affect your group project grades by 20%. This depends on how well or poorly your group does, and how well or poorly you perform.

Failure to submit peer evaluations on time and correctly completed will result in a reduction in your evaluation average. If your average score among all group members is *less than half of your expected work* or below, you will receive half credit for the entire section for which the evaluation was submitted. You will then meet with me to discuss what you can do to improve going forward.

**Quizzes (4 @ 15 points each)** - Each quiz may be comprised of multiple-choice, true/false, and/or short answer questions from the text, course readings, and class notes. Quizzes will be given at any point during class; there are no make-up quizzes. In total, there will be 6 quizzes administered throughout the summer session and the top 4 quiz grades will go toward your final grade.

**Research/Case Study Assignment (4 @ 15 points each)** - You will review a Case Study pertaining to a certain step in the campaign strategy process. The purpose of each case study is to offer you a guide in how to evaluate and formulate your own campaign strategy. Final worksheets are to be submitted on Carmen as a professional looking document. You may complete them individually or in groups of no more than 4. If you miss class on the day in which we start working on the case study it is YOUR responsibility to get together with a class member via e-mail to contribute to the assignment or complete the assignment by yourself. Other group members will NOT put another classmate's name on an assignment in which they did not contribute. Case study assignments are to be turned in via Carmen dropbox.

**Class Participation:** Class participation makes up 5% of your final grade. This is worth 20 points out of the class total (400). If you never talk the entire term, you will get 0 out of 20 for your participation grade. If you actively participate, ask questions, answer questions, and volunteer throughout the *entire* term, you will get a good participation grade.

**Attendance Policy:** You will be allowed **TWO** unexcused absences. For every unexcused absence beyond this limitation, your final grade will be lowered by 1/3 of a letter grade (e.g., an A- would become a B+). University approved absences are exempt from this policy. Absences due to medical concerns or a death in the family will be excused with appropriate documentation, provided the documentation is submitted *within one week* of the absence. Athletes missing class due traveling or games must inform the instructor, along with proper documentation, before the absence for it to be excused.

**NOTE: Assignment due dates and times will be announced in class and on Carmen. Please see the Weekly Schedule on the last page of the syllabus for the approximate week that an assignment will be due. To ensure you receive credit, please upload your assignments before the Carmen dropbox closes.**

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## Course Policies

**Classroom Behavior:** The classroom is a space where people come to explore a variety of ideas in an open and welcoming environment. We want to build a classroom climate that is comfortable for all. In order for this to occur, we should (1) display respect for all members of the classroom – including the instructor, students, and client, (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading the newspaper, doing work for other classes, making/receiving cell phone calls, text messaging, etc.); and (4) avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive place for all concerned.

**Computer use:** Please respect your education and refrain from using your computers for personal use during class time. It is disrespectful to me and to the other students in the class to be disengaged

from class in this manner. If you do choose to bring a computer to use during class please do so in a professional and appropriate manner.

**Assignments:** All assignments must be turned in as a hard copy and on Carmen (to serve as a time stamp). Assignments that are turned in past the deadline will be penalized. Assignments may be accepted late via email but will receive a grade penalty based on the following:

<b>Assignment submission date</b>	<b>Maximum grade (% of total possible points)</b>
1 day late	85%
2 days late	70%
3 or more days late	No credit

**Assistance:** If there are circumstances that are affecting your performance in this class, you should inform me of them ASAP. I can help you understand the material before assignments are due, but I cannot change your grade afterwards. It is always better to come to me with any problems early, so that I am able to do something about it.

**Grade Challenges:** I am always willing to discuss your grades with you, but I will not do so during class time. To challenge a grade, you must wait 24 hours after the assignment is returned and then email me to make an appointment *within one week* of the assignment being returned to you. When we meet, you must present your concerns in writing and attach the graded speech, paper, or exam. Please note that a challenge may result in grades being raised or lowered. After one week, it is understood that we are in agreement about your grade.

**Academic Misconduct:** Cheating and plagiarism in any form will not be tolerated. 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 that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct at [http://studentaffairs.osu.edu/resource\\_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp).

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 the instructor or visit the COAM web page at <http://oaa.osu.edu/coam.html>.

**Extra Credit Opportunities:** There may be extra credit opportunities throughout the course. Any extra credit assignments will be announced both in class and will be posted on Carmen. Up to 12 extra credit points (3%) can be counted toward your final grade.

**Tentative Nature of this Syllabus:** This syllabus represents a contract in the works. Events that transpire over the summer may require me to modify the administration of the course and therefore the syllabus. In the event that I need to modify the syllabus, I will announce the modification in class, via e-mail (using your OSU e-mail address only) and/or on the Carmen site. It is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc

### Tentative Weekly Schedule

Week	Dates	Topic	Readings	What's Due
1	5/11 – 5/12	Introduction to Campaigns <b>Meet the client</b>	Introduction	
2	5/16 – 5/19	Step 1: Analyzing the Situation Step 2: Analyzing the Organizations Appendix A: Applied Research Techniques	Step 1 & 2 Appendix A	Case Study #1 Client Memo
3	5/23 – 5/26	Step 3: Analyzing the Publics Step 4: Establishing Goals and Objectives Appendix D: Effective Media Management	Step 3 & 4 Appendix D	Case Study #2 Section #1 Peer Eval #1
4	5/31 – 6/2	Step 5: Formulating Action and Response Strategies Step 6: Developing Message Strategy Step 7: Selecting Communication Tactics	Step 5, 6, & 7	Case Study #3
5	6/6 – 6/9	Step 8: Implementing the Strategic Plan Step 9: Evaluating the Strategic Plan Appendix B: Ethical Standards Presentation Tips	Step 8 & 9 Appendix B	Case Study #4 Section #2 Peer Eval #2
6	6/13 – 6/16	Practice Presentations <b>Presentations for Clients</b>		Presentation Peer Eval #3
Final	6/17	<b>Final Project (with all revisions) &amp; Peer Eval #4 due</b>		