



SYLLABUS: COMM 2331 STRATEGIC COMMUNICATION ONLINE SUMMER 2017

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.

Instructor

Instructor: Aysenur Dal

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Virtual Office Hours: Tuesday 9.30AM – 12:30PM or by appointment.

Teaching Assistant: Hannah Wing

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Office Hours: By appointment.

Course description

The role of strategic communication in business, including basic principles of integrated marketing, theory, and ethical standards. Prerequisite: Not open to students with credit for 431. GE Social Science: Individuals and Groups course.

Course learning outcomes

By the end of this course, students should successfully be able to:

1. Understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups,
2. Understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function,
3. Comprehend and assess individual and group values and their importance in social problem solving and policy making.

This course attempts to meet those learning outcomes by having the following objectives:

1. To introduce you to the theory and methods of the practice of strategic communication.
 - Through lectures covering some of the important theories and methods of strategic communication.
 - Through practice in doing your own strategic communication research.
 - Through writing summaries of the results of your own research.
2. To explore the ways in which media presentations may have different impacts for differing ethnic or racial groups and the interplay between societal/cultural values and media content.
 - By examining consumer behavior both past and present.
 - By understanding how integrated marketing communication responds to demands due to changes in culture.
 - By analyzing how our current society interacts and gains information from different types of media.
3. To develop your ability to comprehend and assess individual and group values as reflected in strategic communication, and to recognize their importance in social problem solving and policy making.
 - By examining the development and differences in strategic communication regulation and policy.
 - Through the study of how organizations seek to solve problems through strategic communication.
 - By studying the relationship between a brands and the target audience.

Course materials

Required

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

Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
 - Carmen, Ohio State’s Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
 - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
 - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)
- **Carmen Connect**
 - Office hours will be held through Ohio State’s conferencing platform, Carmen Connect. A separate guide to accessing Carmen Connect and our office hours is posted on the course Carmen page under Files.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Connect for the student to live chat with the professor or TA in the virtual office hours room.
 - Help guides on the use of Carmen Connect can be found at <https://resourcecenter.odee.osu.edu/carmenconnect>
- **Mediasite:**
 - Mediasite is Ohio State’s Lecture Capture System. Lectures will be recorded through Mediasite and posted to the course Carmen page.

- Help guides on the use of Mediasite can be found at <https://resourcecenter.odde.osu.edu/mediasite>
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Grading and faculty response

Grades

Assignment or category	Points
Quizzes Through Carmen and made available for 24 hours. 5 total with the lowest score dropped.	250/25%
Assignment 1 SWOT Analysis	100/10%
Assignment 2 Target Audience Analysis	125/12.5%
Assignment 3 Media Comparison	150/15%

Final Assignment Full Campaign Analysis	200/20%
Exam	175/17.5%
C-Rep Participation	Extra credit
Total	1000 Points and 100%

See course schedule, below, for due dates

Quizzes: The quizzes will be available from Tuesday through Friday on Carmen on the weeks 2, 4, 6, 8 and 10. Each 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 these quizzes without firsthand knowledge of the materials covered. Each quiz will be multiple choice, true/false, and essay format.

Assignments: Students will be expected to complete four total writing assignments. These assignments will aid students in understanding and connecting with course materials. Each assignment provides students with a chance to gain practical experience with strategic communication practices. Assignments will all be double spaced with 1 inch margins.

Exam: The exam will be available for a 48 hour period on Carmen. The exam will be timed and will have applicative as well as explicative questions. You will only be able to view one question at a time. Once you are finished with the question, you may not return to that question. You are welcome to have notes and the book available to you, but it will be impossible to do well on the exam without firsthand knowledge of the materials covered. The exam will be multiple choice, true/false, and essay format.

C-REP (Communication Research Experience Program) Research Credits: All students enrolled in COMM 2331 may participate in the Communication Research Experience Program ("C-REP"). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. Participation can take the form of:

- Completing Three hours of C-REP research studies, OR
- Completing Three C-REP alternative written assignments, OR
- Completing a combined total of Three hours of research studies and alternative writing assignments.

You should NOT wait until the last minute to sign up for participation. It is wise to complete this aspect of the course requirements as early as possible, when demands on your time are the lightest. Please take the time to read the detailed C-REP Student Guide posted on the course website listed under Important Documents/Links. Please direct any questions regarding C-REP to Jessica Frampton at frampton.22@osu.edu .

Syllabus Changes

This syllabus is subject to change. I will notify the class regarding all changes. In the event of any discrepancy between this syllabus and content found in Carmen, the information in Carmen will take precedence.

Submitting Electronic Files

All electronic files must be submitted to Carmen in word(.doc, .docx), .pdf, or rich text file (.rtf) format, unless otherwise stated. Please name your file in the using the following convention: *Assignmentname_YourFullName.doc*

Late assignments

An 8 hour grace period is given for each assignment to ease any technology or personal issues that may arise. Late submissions for assignments will not incur a penalty during the grace period, but will incur a 20% penalty each day the submission is late. The first day begins one minute after the grace period has ended, with an automatic loss of 20% of the points. Late submissions for exams will incur a 40% penalty each day the submission is late, following the same procedures as for assignments. Please do not email your paper to the professor or to the TA. We will open the assignment window for you so that you can upload it for the plagiarism check. It will not be counted as submitted until you have submitted it to Carmen.

You must have a medical excuse or a note from Carmen staff documenting an actual Carmen problem that would have affected your submission to have a paper or exam accepted with no penalty after the upload box closes.

Grading scale

93–100: A	73–76.9: C
90–92.9: A-	70 –72.9: C-
87–89.9: B+	67 –69.9: D+
83–86.9: B	60 –66.9: D
80–82.9: B-	Below 60: E
77–79.9: C+	

Please note: Carmen, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I have to make a cut at some point, so I just use Carmen to do that, and I don't round up individual grades, no matter how close you may be, because it's not fair to other students.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-10 days**.

E-mail

I will reply to e-mails within **24 hours on school days**.

Discussion board

We will check and reply to messages in the discussion board every **24 hours on school days**.

Attendance, participation, and discussions

Student participation requirements

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Viewing lectures:**

The lectures will be my voice over a Powerpoint presentation, to make it easier to access, but please make certain you have a strong internet connection for watching the lectures. I don't encourage multitasking (listening while doing other tasks), as I don't encourage it in a physical classroom. It may feel like you are keeping up, but you are missing a great deal of what occurs on screen because your attention is divided. The link for Mediasite lectures will be provided for each lecture.

- **Office hours:**

We are available to help you to learn, understand, and grow as individuals. If your question is something that you believe may be of interest to others in the class, please post to the Carmen discussion board. Office hours are digital via Carmen Connect.

Discussion boards are a chance for you to interact with the instructor, TAs, and other students. These boards can be used to obtain answers to common questions or to further discuss topics of interest from lecture and readings.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. The instructor and TAs work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

Other course policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

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.

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.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

Academic integrity policy

Policies for this online course

- **Assignments and exams:** You must complete the midterm and final exams yourself, without any external help or communication.
- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

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/>

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.

Course schedule (tentative)

Week	Dates	Topics, Readings, Assignments, Deadlines
1	5/10-5/12	Topic: Introduction to Class; Introduction to Integrated Marketing Communications Reading: Chapter 1-2 (pgs. 3- 66)
2	5/15-5/19	Topic: Consumer Behavior Reading: Chapter 4 (pgs. 109-140) Due: Quiz 1
3	5/22-5/26	Topic: The Communication Process Reading: Chapter 5 (pgs. 141-180) Due: Assignment #1 (SWOT Analysis), 5/26 at 11:59pm 1.5-2 pages
4	5/29 (Memorial Day, no class) 5/30-6/2	Topic: Message Interference; Budgeting and Objectives Reading: Chapter 6 (pgs. 181-218) Due: Quiz 2

5	6/5-6/9	<p>Topic: Planning and Development</p> <p>Reading: Chapter 8 (pgs. 263-298)</p> <p>Due: Assignment #2 (Target Audience Analysis), 6/9 at 11:59pm 1.5-2 pages</p>
6	6/12-6/16	<p>Topic: Implementation and Evaluation</p> <p>Reading: Chapter 9 (pgs. 299-336)</p> <p>Due: Quiz 3</p>
7	6/19-6/23	<p>Topic: Public Relations; Publicity</p> <p>Reading: Chapters 17, 21 (pgs. 577-606, 733-766)</p>
8	6/26-6/30	<p>Topic: Media Planning and Strategy</p> <p>Reading: Chapter 10 (pgs. 337-372)</p> <p>Due: Quiz 4</p>
9	7/3-7/7	<p>Topic: Traditional Media Formats</p> <p>Reading: Chapters 11-14 (373-496)</p>
10	7/10-7/14	<p>Topic: New Media</p> <p>Reading: Chapter 15 (497-526)</p> <p>Due: Quiz 5</p>
11	7/17-7/21	<p>Topic: Measuring Successful Campaigns</p> <p>Reading: Chapter 18 (pgs. 607- 642)</p> <p>Due: Assignment #3 (Media Comparison), 7/21 at 11:59pm 2 pages</p>
12	7/24-7/28	<p>Topic: Assignment of Full Campaign Analysis</p> <p>Due: Exam 7/28</p>
Exam Week		<p>Due: Final Assignment (Full Campaign Analysis), 8/1 at 11:59pm</p>

Assignment Overview

SWOT Analysis

This 1.5-2 page writing assignment allows students to participate in a common practice of evaluating the Strengths, Weaknesses, Opportunities, and Threats for an existing corporation. Students will be assessed on their ability to correctly identify qualities that fit each of these categories for an existing brand as well writing a synthesis of the findings. Successful completion of this assignment helps students to meet the first learning objective of introduce you to the theory and methods of the practice of strategic communication.

Target Audience Analysis

This assignment will task students with applying the knowledge gained on consumer decision-making, audience response, sources, message design, and creative strategies. Students will analyze a commercial (provided by the instructor) in a 1-2 page outline that answers a series of 10 relevant questions. Students will be evaluated on the ability to answer each of the questions connecting course material to the provided commercial. Successful completion of this assignment helps students to meet the second learning objective of exploring ways in which media presentations may have different impacts for differing ethnic or racial groups and the interplay between societal/cultural values and media content.

Media Comparison

For this assignment, students will be advising a hypothetical company on the best course of action for their media buy. Students need to take the objectives stated by the company and recommend which media mix would best serve the company needs. Students will be assessed on the ability to choose appropriate media buying strategies for the company and to defend those strategies using materials from reading and lecture. Successful completion of this assignment meets the third learning objective of developing your ability to comprehend and assess individual and group values as reflected in strategic communication, and to recognize their importance in social problem solving and policy making.

Full Campaign Analysis

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. Students will be assessed on the ability to synthesize each of the stated elements, conduct independent research, and present these findings as a strategic communicator. Successful completion of this assignment will demonstrate student ability to meet all three GE learning objectives for this course.