



STRATEGIC COMMUNICATION

COMM 2331 | SUMMER 2021 | ONLINE

Instructor

Course Instructor: Rebecca Frazer

Email address: frazer.39@osu.edu

Virtual office hours: Wednesdays 9 AM – 10 AM EDT or by appointment.

Zoom link for office hours:

<https://osu.zoom.us/j/981198162?pwd=K2cvYmZjdWo3UDlxcUFMdGdLZUVpQT09>

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

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 is a basic survey course that covers a wide-range of theory, practice, and research methods associated with strategic communication. 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. Specifically students will have:

- Familiarity with the structure of promotion and advertising industries
- Basic understanding of the principles and practice of integrated marketing communications, target marketing, and branding
- Familiarity with strategic communication research methods
- Basic understanding of theories of consumer decision-making, communication and social influence, and message design in strategic communication contexts
- Basic understanding of how mediated communication channels such as mass media, public relations/publicity, advertising, digital and social media, and corporate advertising are employed for strategic communication and promotion.
- Familiarity of the social and ethical dimensions of strategic communication to vulnerable populations (e.g. women, ethnic and racial minorities, children)
- Practice demonstrating analytical and writing skills commonly employed in strategic communication industries.

How This Course Works

Mode of delivery: This course is 100% online. There are no required sessions when you must be logged into Carmen at a scheduled time.

Pace of online activities: This course is divided into **weekly modules** that are released one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

Credit hours and work expectations: This is a **3-credit-hour course**. According to Ohio State policy (go.osu.edu/credithours), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

How to Succeed in this Course

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

View the Lecture Videos:

Lectures will be available as recorded videos (available through YouTube or Mediasite links in Carmen). You are expected to watch each assigned lecture video in its entirety and take notes. Please make certain you have a strong internet connection for watching the lectures.

Read the Assigned Readings:

Each week will feature assigned readings from our textbook and/or alternate sources posted in Carmen. You are expected to read the assigned readings in their entirety and take notes.

View Weekly Carmen Modules and Complete the Assignments:

Each week of this course has its own Carmen module (see the “modules” tab in Carmen), where the expectations for the week are clearly listed (you can also see a summary below in the course calendar). Be sure to consult the Carmen module for each week, read the assignment descriptions carefully, and complete the assignments for that week by their respective deadlines.

Check Your Email Several Times a Week: Just as I—your instructor—check my email regularly and keep track of any questions or issues that arise in the class, so should you—the student—check your email regularly to keep track of any class updates. Official course communication will be sent by email, so it is your responsibility to regularly check your email and read any course emails throughout the term.

Reach Out to Your Instructor with Questions:

As your instructor I am here to help you learn and grow in this course, and I'd love to connect with you in office hours! Office hours are digital via Carmen Zoom; I'm also happy to make a Zoom appointment with you outside the hour listed. You are also welcome to send emails with questions; if I think a meeting would be best to fully answer your question, I'll let you know.

Required Textbook

Belch, G. & Belch, M (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th Edition)*. New York: McGraw Hill

The textbook and/or courseware for this course is being provided via CarmenBooks. Through CarmenBooks, students obtain publisher materials electronically through CarmenCanvas, saving them up to 80% per title. The fee for this material (\$35, as opposed to the \$234 list price) is included as part of tuition and is listed as *CarmenBooks fee* on your Statement of Account. In addition to cost-savings, materials provided through CarmenBooks are available immediately on or before the first day of class. There is no need to wait for financial aid or scholarship money to purchase your textbook.

Unless you choose to opt-out of the program, you do NOT need to purchase any materials for this course at the bookstore. For more information on the program or information on how to opt out, please visit the CarmenBooks website.

Access this eBook through the CarmenBooks reader link in the course navigation.

Grading

Assignment/Category	Points/ Percent of Total Grade
Quizzes Open note/book. 6 total (6 points each), with the lowest score dropped.	30/30%
Discussions 5 total (3 points each).	15/15%
Analysis Briefs Choose 3 from 4 options (10 points each).	30/30%
Final Paper	25/25%
C-REP Research Participation (Optional)	Extra Credit (up to 2/2%)
Total	100/100%

Grading scale

93–100: **A**
 90–92.99: **A-**
 87–89.99: **B+**
 83–86.99: **B**
 80–82.99: **B-**
 77–79.99: **C+**
 73–76.99: **C**
 70–72.99: **C-**
 67–69.99: **D+**
 60–66.99: **D**
 Below 60: **E**

Assignment Summaries

These are simply summaries; more precise assignment instructions and grading guidelines will be posted in Carmen. See course schedule, below, for due dates.

Quizzes (6): The quizzes will be available for the week as listed on the course schedule. Once started, there will be a set time limit to complete each quiz. Each quiz will cover material from assigned lectures, videos, and readings since the prior quiz. You have a single attempt for each quiz. You are welcome to have notes and the book available to you, but due to the time limit, it will be impossible to do well on these quizzes without having previously studied the materials covered. Each quiz will be multiple choice, true/false, and/or short answer format. The lowest quiz score of the term will be dropped from your final grade.

Discussions (5): Each discussion will take place in the Carmen discussion boards and will focus on information from the lectures and readings for the assigned week. The discussion will include clear directions for posting and responding for the week in order to receive full credit.

Analysis Briefs (3): Students will complete three total Analysis Briefs throughout the course, choosing from four options offered (see the course schedule for due dates and topics). Students may only submit 3 analysis briefs; if a student submits all 4, the fourth will not be graded. These short written assignments (< 3 pages) 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 in 12 point font with 1 inch margins. Assignment details will be posted in Carmen under the module of the week the brief is due.

Final Paper (1): Students will write a full campaign analysis (4-5 pages, double-spaced, 12 point font, 1 inch margins) of a past or existing strategic communication campaign, analyzing each part of the campaign and applying course principals to evaluate the campaign's success. Students will be assessed on the ability to synthesize each of the required 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. Assignment details will be posted in Carmen under the final week module.

C-REP (Communication Research Experience Program) Research Credits (Optional): All students enrolled in COMM 2331 may participate in the Communication Research Experience Program ("C-REP") for extra credit. 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.

Extra credit will be rewarded in proportion to the number of C-REP credits completed, up to the course maximum of 3 C-REP credits, which will result in the maximum award of 2 bonus points (2%) added to your total course grade.

Information on enrolling in CREP will be posted as an announcement in our Carmen course within the first 2 weeks of the semester. 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 direct any questions regarding C-REP to Olivia Bullock at bullock.181@osu.edu.

Course schedule (tentative)

Consult the Carmen weekly modules for due dates, assignment details and additional readings

Week	Dates	Topics, Readings, Assignments
1	5/12-5/15	Topic: Introduction to Class; Introduction to Integrated Marketing Communications Assigned Reading: Syllabus (Carmen), Chapters 1 and 2 (Textbook) Due: Discussion 1
2	5/16-5/22	Topic: Knowing Your Audience and Consumer Behavior Assigned Reading: Chapters 4 and 5 (Textbook) Due: Quiz 1
3	5/23-5/29	Topic: Message Interference; Budgeting and Objectives Reading: Chapter 6 (Textbook); Additional Reading (See Carmen) Due: Discussion 2; Analysis Brief 1 (SWOT Analysis)
4	5/30-6/5	Topic: Planning and Development Reading: Chapters 7 and 8 (Textbook) Due: Quiz 2

5	6/6-6/12	Topic: Implementation and Evaluation; Networking Reading: Chapter 9 (Textbook); Additional Reading (See Carmen) Due: Quiz 3
6	6/13-6/19	Topic: Media Planning and Strategy Reading: Chapter 10 (Textbook); Additional Reading (See Carmen) Due: Analysis Brief 2 (Media Comparison)
7	6/20-6/26	Topic: Public Relations: Strategy and Tools Reading: Chapter 17 (Textbook); Additional Reading (See Carmen) Due: Discussion 3; Quiz 4
8	6/27-7/3	Topic: Public Relations: Media Relations and Crisis Planning Reading: Additional Reading (See Carmen) Due: Analysis Brief 3 (Crisis Communication Analysis)
9	7/4-7/10	Topic: Traditional Media Formats Reading: Chapters 11-14 (See Carmen for page numbers—we won't read it all) Due: Discussion 4; Quiz 5
10	7/11-7/17	Topic: Internet and Social Media Reading: Chapter 15; Additional Reading (See Carmen) Due: Analysis Brief 4 (Social Media Case Study)
11	7/18-7/24	Topic: [To Be Announced] Reading: [To Be Announced] Due: Discussion 5; Quiz 6
12	7/25-7/30	Topic: Assignment of Final Paper (Full Campaign Analysis) Reading: [None: complete the course evaluation!] Due: Final Paper (Full Campaign Analysis)

Syllabus Changes

This syllabus is subject to change. I will notify the class regarding any changes.

Submitting Assignments

All electronic files **must** be submitted **to Carmen**, in word (.doc, .docx) or .pdf format, by the assigned deadline unless otherwise stated.

*****NOTE: Only assignments submitted**

- 1) through Carmen AND**
- 2) before the assigned deadline AND**
- 3) in .doc, .docx, or PDF file format**

will be accepted and graded! All assignments not conforming to the above guidelines will be given a grade of 0.***

Submissions emailed to the instructor will not be graded, nor will I respond to these emails. **It is your responsibility to NOT wait until the last minute** to finish assignments, in order to avoid technical problems such as spotty internet connections, computer crashes, etc. that may interfere with timely submission.

The only exceptions to the above policy that will be considered are:

- 1) Extraordinary circumstances cleared with the instructor at least 48 hours prior to the assignment deadline (i.e., funeral attendance, required work travel to an area without internet access) OR
- 2) Crisis/emergency situations (i.e., sudden and serious illness/injury, death of a close friend or family member, natural disaster) demonstrated to the instructor with documentation no more than 1 week after the missed deadline.

Although computer crashes, WIFI disruptions, relational issues, minor illnesses, travel, etc. can certainly be stressful and disruptive, these situations are sadly an inevitable part of life and do not constitute extraordinary or crisis/emergency circumstances. Finish your assignments well before the deadline in order to avoid your grade being impacted by such unexpected situations that may arise.

Accessibility accommodations for students with disabilities

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 immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. 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; 098 Baker Hall, 113 W. 12th Avenue.

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 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 from me.**

Carmen Zoom

- Office hours will be held through Ohio State's conferencing platform, CarmenZoom.
- Students should use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within CarmenZoom for the student to live chat with the professor or TA in the virtual office hours room.
- Help guides on the use of CarmenZoom can be found at <https://resourcecenter.odee.osu.edu/carmenzoom/get-help-carmenzoom>

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen
- Checking and responding to your OSU email

Necessary equipment

- Computer: current Mac or PC with high-speed internet connection

Necessary software

- Word processor with the ability to save files under .doc, .docx, or .pdf.
- 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

Academic integrity policy

Academic Misconduct: Cheating and plagiarism in any form will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3325-23-04) defines academic misconduct as "any activity that tends to compromise the academic integrity of the University, or subvert the educational process" (p. 2). **Examples of academic misconduct included, but are not limited to, plagiarism, collusion (unauthorized collaboration), using someone else's ideas without properly citing them, turning in work that has already been turned in another class, copying the work of another student, and possession of unauthorized materials during a quiz or examination.**

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 (COAM). If COAM determines 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 me or visit <http://oaa.osu.edu/coam/home.html>.

Instructor 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 quizzes and discussions, you can expect your grades to be posted with **1-10 days**.

For analysis briefs and the final paper, you can generally expect feedback within **7-14 days**.

E-mail

I strive to reply to e-mails within **48 hours on school days**, though usually faster. If you do not receive a reply from me in this time frame, please send a second email.

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 TA 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.)
- **Writing style:** While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation.

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: <https://contactbuckeyelink.osu.edu/>

Diversity

The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach his or her own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Title IX

All students and employees at Ohio State have the right to work and learn in an environment free from harassment and discrimination based on sex or gender, and the university can arrange interim measures, provide support resources, and explain investigation options, including referral to confidential resources.

If you or someone you know has been harassed or discriminated against based on your sex or gender, including sexual harassment, sexual assault, relationship violence, stalking, or sexual exploitation, you may find information about your rights and options at titleix.osu.edu or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu. Title IX is part of the Office of Institutional Equity (OIE) at Ohio State, which responds to all bias-motivated incidents of harassment and discrimination, such as race, religion, national origin and disability. For more information on OIE, visit equity.osu.edu or email equity@osu.edu.

Mental Health

As a student you may experience a range of issues that can cause barriers to learn, 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. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand resources are available at go.osu.edu/ccsondemand. You can reach an on-call counselor when CCS is closed at 614- 292-5766, and 24-hour emergency help is also available through the 24/7 National Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org. The Ohio State Wellness app is also a great resource available at go.osu.edu/wellnessapp.

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