

**Ohio State University
School of Communication**

COMMUNICATION 4337: PUBLIC COMMUNICATION CAMPAIGNS SPRING 2021

CLASS TIME & LOCATION: Tues/Thurs 10:20 a.m. - 12:10 p.m. – Plumb Hall 220, Section 17764

INSTRUCTOR: Mary Sterenberg, MS **MY OFFICE:** JR Bldg 311

PHONE: 614-292-6185

EMAIL: sterenberg.2@osu.edu

TWITTER: @maryIV

OFFICE HOURS: Tuesday 1:30-3 p.m. and by appointment (virtually)

REQUIRED TEXT AND MATERIALS:

Smith, Ronald D., Strategic Planning for Public Relations, 5th Edition.
Routledge, Taylor and Francis Group: New York and London, 2017.

DESCRIPTION OF COURSE:

Application of management techniques to public relations; public relations strategy; and campaign development. Prereq: 2331, Journalism or Comm major, grad standing or permission of instructor.

GOALS OF COURSE:

- Demonstrate the planning & development skills needed to create an integrated public relations campaign.
- Show proficiency in conducting secondary and primary research in the development of a campaign.
- Gain an appreciation for the theory and skills learned from other courses and apply it to a real client-based campaign for Columbus.
- Develop the ability to perform a situation analysis, identify objectives, develop strategies and tactics and write a public relations campaign.
- Maximize ability to participate in extensive research, planning, execution and evaluation elements which will culminate with an oral presentation to the class and client.
- Work in a group to accomplish a long-term task, managing and maximizing time and personalities/styles to achieve shared success.
- Develop mastery in preparing and presenting a public relations campaign to a client.

HYBRID COURSE EXPECTATIONS

This course has high professional and academic standards as a senior capstone course that produces real work for a real client. **This course will have in-person and online components, but students should plan attend class LIVE ONLINE OR IN-PERSON during all scheduled class periods.**

- Do not schedule work or other commitments during class periods.
- Have access to reliable Wi-Fi and take responsibility for ensuring you can access online resources such as discussion boards, video/audio materials and quizzes. You have access to course expectations and deadlines in advance, and the Carmen team and I are available to help with technical issues PRIOR to due dates. Refer

to <https://resourcecenter.odee.osu.edu/carmencanvas> for answers to many Carmen problems or questions for the Carmen support team.

- Be active in Carmen, which means accessing our course online multiple times per week as I don't see you live every class period and may post updates or announcements. The class includes a group-based project worth a significant portion of your grade, so this also ensures you remain connected to and active within your group. The module for each week will provide assigned readings, needed materials and assignments for that week (i.e., due dates for discussion posts and reminders for upcoming quizzes/exams/assignments).
- Complete all assigned readings BEFORE coming to class each week. This will help ensure you don't lose points in online discussions/reading quizzes and are ready to begin applying concepts during our limited time together in class. Quizzes are due by the start of class, as noted on the syllabus. DO NOT collaborate with classmates on quizzes. No quiz scores are dropped, as these quizzes are in lieu of a midterm or final exam; the quiz format helps students be reading and applying concepts step-by-step during the campaign development process.
- Bring a computer to any in-person classes so you can access online materials, discussions and resources.

COURSE EVALUATION

Assignments

Points

Group Project - Section 1 (15-20 pages)	50 points*
Group Project - Section 2 (15-20 pages)	50 points*
Group Project – FINAL PLAN	100 points*
Group Project – Oral Presentation	25 points
Quizzes	85 points
Client Visit Memo	10 points
Class Discussions/Activities	80 points

400 points TOTAL

* Group members will all receive the grade earned by the entire group for Sections 1 & 2 and the Final Plan, but each grade will be weighted based on peer evaluation to determine individuals' final scores. See Final Project Assignment or Peer Evaluation Form on Carmen for details. Beyond peer evaluations, students not actively participating in/contributing to their groups will be subject to grade penalties beyond the peer evaluation scores.

COURSE GRADING SCALE:

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

COURSE ASSIGNMENTS:

Group Project/Section 1 (50 points) - A 15-20-page document to include a mission statement, situation analysis, secondary research, primary research outline, problem and goal statements. Peer evaluation scores impact this grade (see note below).

Group Project/Section 2 (50 points) - A 15-20-page document to include primary research findings, target publics, message, objectives, strategies, tactics, evaluation, budget and timetable. Peer evaluation scores impact this grade (see note below).

Group Project/Final Plan (100 points) - A professional hard copy plan that combines Sections 1 & 2. Peer evaluation scores and attendance at the mandatory run-through and all days of presentations impact this grade (see note below).

Group Project/Oral Presentation (25 points) – An oral presentation to the client and accompanying slides

Peer Evaluations – The ability to be an effective team player, work with different personalities and still produce excellent work for a client is crucial for developing communication campaigns. Group members will be evaluated by their peers at each major project milestone (after Section 1, Section 2 and the Final Plan). You will give each team member a score out of 100%. I aggregate those scores and apply to the group's grade. For example, if you receive an average 90% score from your group on Section 1, you will receive 90% of the grade your group earned. Scores on the first and second peer eval give you the opportunity to talk to your group and ensure fair evaluations and even distribution of work moving forward.

Quizzes – (85 points) – This course uses quizzes in lieu of exams to align more closely with application of the concepts along the campaign development process. Quizzes include multiple-choice questions from the text, course readings and class notes. Use the Reading Notes document on Carmen as an outline to create your own study guide while taking notes in class and during the readings. Content included on each quiz is provided on Carmen and in more detail in the "Reading Quiz Notes" document on Carmen. **Quizzes are available via Carmen. They open on Sundays and must be completed by start of class on Thursdays (DATES LISTED ON THE SYLLABUS & IN CARMEN). NOTE: Occasionally we will cover content on Tuesdays that will appear on quizzes Thursdays, so students should check content being covered during the class periods on the syllabus and wait to take quizzes until after Tuesday classes as a best practice.**

It is the responsibility of the student to complete assigned readings, take notes in class, prepare for and take quizzes independently. This allows more class time for group progress on the campaign. **STUDENTS MAY NOT WORK TOGETHER OR COLLABORATE IN ANY WAY ON QUIZZES.** Though students are quizzed on the same topics, each student may not receive identical quiz questions.

Proctorio is the online exam proctoring tool integrated into Carmen. Use of Proctorio is **required** for the quizzes in this course. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. You will need to use a Chrome browser. Visit the [Student Guide to Proctorio](#) to get started before the quizzes.

Quiz 1: Phase 1 Intro, Step 1, Step 2 (14 questions)

Quiz 2: Step 3 (10 questions)

Quiz 3: Appendices A-D (12 questions)

Quiz 4: Phase 2 & Step 4 (10 questions)

Quiz 5: Steps 5 & 6 (15 questions)

Quiz 6: Phase 3 & Step 7 (10 questions)

Quiz 7: Phase 4, Steps 8 & 9 and PRSA Code of Ethics (7 questions)

Quiz 8: Ethics Certificate (7 points for completed ethics certificate) **NOTE: You must complete a Professional Codes of Ethics module online and upload the certificate of completion to earn your quiz points. Complete the certificate by visiting <https://pagecentertraining.psu.edu/> and choosing the Professional Codes of Ethics Module 3. Go through the lessons and score at least 80% on the quiz to receive your certificate of completion. THIS CAN BE COMPLETED ANY TIME IN THE SEMESTER BEFORE THE DUE DATE.**

Client Visit Memo (10 points) – After the client prepares you for developing a campaign, you will need to do a follow up memo that summarizes the objectives of the meeting, adding additional key findings and action items. Complete assignment sheet available on Carmen. Each student submits this assignment independently.

Discussion Posts/In-Class Activities (80 points) – Class assignments and Carmen discussions are determined by the instructor are assigned in class and via Carmen announcements. Points are given in increments of 5-10 points at a time and should not be submitted late. If you require an accommodation due to COVID-19 or another documented issue, please contact the instructor right away.

COURSE POLICIES:

Attendance & Participation: Regular attendance is key to being successful in this class. Poor attendance will adversely affect team and individual performance and grades. **If a student misses more than the equivalent of one week of classes during a regular 15-week semester, the final course grade will be lowered one-third of a letter grade for each additional class missed (i.e., B to a B-).** ACTIVE participation in class discussion and exercises is expected. If you require an accommodation due to COVID-19 or another documented issue, please contact the instructor right away. The university also has a process to document COVID accommodation requests: <https://slds.osu.edu/covid-19-info/covid-related-accommodation-requests/>.

Video should be turned on during all Zoom classes and group meetings to show active participation.

COVID-19 and Illness Policies

University COVID policies

Health and safety requirements: All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will result in a warning first, and disciplinary actions will be taken for repeated offenses.

Student illness or absence

If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged. The same way documentation would be required for missed classes due to other sickness, the university has a process to document COVID accommodation requests: <https://slds.osu.edu/covid-19-info/covid-related-accommodation-requests/>.

Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

Extra Credit: There are 10 extra credit points available in this class. Occasionally I will award extra credit beyond these 10 points to students for in-class activities as discussed in class. Extra credit will be applied to the final grade point total. *Submit all extra credit on Carmen by the final day of class (not counting finals week).*

- **Activities (4 points):** Participate in an on-campus professional development activity during the semester (i.e., PRSSA or BASCA meeting or other events as approved by the course instructor) and submit responses to the questions in the Extra Credit assignment on Carmen as well as proof of attendance.
- **Winning campaign (5 points):** Students in the group chosen by the client as the winning campaign receive 5 extra credit points.
- **SEI class response rate (1 point):** If the class hits an 80% response rate on SEIs, I will give the entire class a point.

Health and Safety Requirements

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will be warned first and disciplinary actions will be taken for repeated offenses. If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides.

Assignments: The instructor includes in advance the tentative schedule for the semester. It announces in advance the schedule for each assignment. Assignments must be handed in on time. The instructor is under no obligation to allow make-up assignments. NO LATE assignments will be accepted.

Plagiarism: Using another person's research or using large verbatim sections of information from the work of another will be considered plagiarism. Students who have plagiarized will be reported to the Dean and penalized. The penalty is severe. A grade of zero will be given for the assignment, and possibly failure for the entire course. If unsure, give credit to your source.

Course Content: Please complete reading assignments by the assigned date. The text is designed to give both a sound theoretical foundation and practical skills for campaign creation. To complete assignments correctly and to perform well on quizzes, it is essential that you read the text.

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:

- I will post course information, readings and notes on Carmen. Your grades also will be posted on Carmen. You have one week after grades have been posted to inquire about a missing grade or a grade you believe to be incorrect.
- 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 Zoom:**
 - Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom 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 Zoom for the student to live chat with the professor or TA in the virtual office hours room.
 - [Carmen Zoom](#) help guide
- **Proctorio:**
 - Proctorio, an online proctoring tool, will be used during this course to administer quizzes. Proctorio offers you flexibility to take your quizzes at the time and in the location of your choosing. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you **must be over 18 years of age**. Additionally, the tool has **limitations in its accessibility for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.**
 - Proctorio offers free [24/7 student support](#) through web chat or email.

Office Hours & Email

I will hold both drop in and scheduled office hours via Zoom ([Carmen Zoom](#) help guide). Office hours are the best place to ask in-depth questions about course readings or lectures, as well as any question about grades. I am also happy to give you feedback on your work *at least 48 hours before* the assignment is due during office hours. Email should be used to schedule an appointment outside of office hours or for *short* questions clarifying class assignments or specific items from lectures.

Communication

I will notify you of any reminders, schedule changes, other updates, etc. by email, so check your email frequently. Email is a professional obligation. The best way to contact me is through email at sterenberg.2@osu.edu. For email, please include COMM 4337 in the subject line to ensure your email receives high priority in my inbox.

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/>

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. If COAM determines that you violated the University’s *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have questions about the policy or what constitutes academic misconduct in this course, please contact me.

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 Interim Ohio State Title IX Coordinator, Molly Peirano, at titleix@osu.edu

PLEASE TAKE CARE OF YOURSELF (Mental Health Statement):

As a student you may experience a range of issues that can cause barriers to learning, 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. The Ohio State University offers services to assist you

with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

Who can I talk to? Where can I go for help with emotional distress?	Who can I talk to? Where can I go for help with emotional distress?
Counseling and Consultation Service 614-292-5766 1030 Lincoln Tower, 1800 Cannon Dr. Younkin Success Center, 1640 Neil Ave.	Student Wellness Center 614-292-4527 RPAC, 337 Annie & John Glenn Ave.
"Let's Talk" Thursday evenings, 6-8 p.m. Multicultural Center, Ohio Union	Sexual Assault Response Network of Central Ohio 614-267-7020
Psychology Services Center 614-292-2345 105 Psychology Building, 185 Neil Ave.	Buckeye Peer Access Line (PAL) 8 P.M. – Midnight (only) 614-514-3333
Stress Trauma & Resilience 614-293-STAR Harding Hospital, 1670 Upham Dr.	Suicide Prevention Lifeline 614-221-5445 or 800-273-8255 Text 4hope to 741741 Or call 911 for immediate assistance
School of Communication Cares	School of Communication Cares

Accessibility accommodations for students with disabilities

Requesting accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

TENTATIVE SCHEDULE

WEEK	DATE	TOPIC	READINGS/ASSIGNMENTS
1	1/12 ONLINE	Course Introduction/Preview Syllabus Introduce Client/Campaign Process Overview	Phase 1 Intro, Step 1
	1/14 ONLINE	Assign Section 1 Step 1: Analyzing the Situation	
2	1/19 ONLINE	Step 2: Analyzing the Organization Case study analysis	Step 2
	1/21 ONLINE	Group Contract Workshop Preliminary Client Research Assign Client Memo	Quiz #1 (Phase 1 Intro, Step 1 & Step 2; Due by start of class Thursday)
3	1/26 IN PERSON	Step 3: Analyzing the Publics Establishing secondary research questions/making assignments	Step 3
	1/28 ONLINE	Meet the Client (tentative)	Quiz #2 (Step 3; Due by start of class Thursday)
4	2/2 IN PERSON	Appendices: Applied Research Techniques Building primary research plan	Appendices A-D: Applied Research
	2/4 ONLINE	Group Meetings: Secondary Research Client Memo Due (2/4)	Quiz #3 (Appendices A-D; Due by start of class Thursday) Client Memo Due (2/4)
5	2/9 IN PERSON	Step 4: Establishing Goals & Objectives	Step 4
	2/11 ONLINE	Campaign Case Study	Quiz #4: (Step 4; Due by start of class Thursday)
6	2/16 ONLINE	Section 1 Group Work Session	Section 1 Due Friday, 2/19 by midnight Peer Eval #1 Due Sunday, 2/21 by Midnight
	2/18 ONLINE	Finalizing Section 1 Section 1 Due Friday 2/19 by midnight Peer Eval #1 Due Sunday, 2/21 by midnight	

7	2/23 NO CLASS 2/25 IN PERSON	INSTRUCTIONAL BREAK – NO CLASS Review Section 1/Assign Section 2 Step 5: Strategies	Step 5
8	3/2 IN PERSON 3/4 IN PERSON	Step 6: Strategy - Message Step 7: Communication Tactics	Step 6 Step 7 Quiz #5: (Step 5 & 6; Due by start of class Thursday)
9	3/9 IN PERSON 3/11 ONLINE	Analyzing Data Step 8: Selecting, Packaging Tactics Step 9: Evaluating the Strategic Plan Group Workday; Client midpoint meeting (tentative)	Step 8 Step 9 Quiz #6: (Step 7; Due by start of class Thursday)
10	3/16 ONLINE 3/18 ONLINE	Group Meetings with mentors Finalizing Section 2 Section 2 Due (Friday 3/19 by midnight) Peer Eval #2 Due Sunday 3/21	Quiz #7: (Steps 8 & 9 & PRSA Ethics; Due by start of class Thursday) Section 2 Due (Friday 3/19 by midnight) Peer Eval #2 Due Sunday 3/21)
11	3/23 ONLINE 3/25 ONLINE	Design Workshop Client Pitch Workshop Groups 1-3 meet with instructor: bring presentation storyboard & 3-minute pitch; Groups 4-6 finalize proposals	Quiz #8: (Ethics Certificate – complete certificate and upload to quiz anytime in the semester BEFORE class time on the 3/25)
12	3/30 ONLINE 4/1 NO CLASS	Groups 4-6 meet with instructor: bring presentation storyboard & 3-minute pitch; Groups 1-3 finalize proposals INSTRUCTIONAL BREAK – NO CLASS Final Print Narrative Due to Carmen (Sunday 4/4 by midnight)	Final Narrative Due to Carmen (Sunday 4/4 by midnight)
13	4/6 ONLINE	Run-throughs Round 1 (Groups 1-3)	

	4/8 ONLINE	Run-throughs Round 1 (Groups 4-6)	
14	4/13 ONLINE 4/15 ONLINE	Run-throughs Round 2 (Groups 1-3; fully rehearsed) Run-throughs Round 2 (Groups 4-6; fully rehearsed)	
15	4/20 ONLINE 4/22 ONLINE	Group Presentations to Client (Mandatory attendance for all) Peer Eval #3 Due (48 hours after client pitch)	Group Presentations to Client (Date TBD) Final Proposal PDF and Presentation due to Carmen Peer Eval #3 Due (48 hours after client pitch)