

**Ohio State University
School of Communication**

COMMUNICATION 4337: PUBLIC COMMUNICATION CAMPAIGNS Spring 2022

CLASS TIME & LOCATION: Tues/Thurs 10:20 a.m. - 12:10 p.m. – Campbell Hall 100, Section 11892

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

PHONE: 614-292-6185

EMAIL: sterenberg.2@osu.edu

Class Zoom (please use if you're sick/quarantined but still well enough to attend class)

<https://osu.zoom.us/j/91860282363?pwd=TVZxUTRlbENISitNQnJOV29yS09Mdz09>

Meeting ID: 918 6028 2363

Password: 231503

Office Hours

Monday 9:30 a.m.-noon, Wednesday 2-3:30 p.m. by appointment (virtually). I will find other times to meet if these hours don't work. Email me to schedule.

Office Hours Zoom:

<https://osu.zoom.us/j/94162584331?pwd=bE1RQ2k2RFo1S2krcE1Ya3lieFBnUT09>

Meeting ID: 941 6258 4331

Password: 906047

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.

REQUIRED TEXT AND MATERIALS:

Smith, Ronald D., Strategic Planning for Public Relations, 6th Edition. Routledge, Taylor and Francis Group: New York and London, 2017. ISBN: 9780367903848

(NOTE: If you use a previous version of this textbook, make sure you're aware that there are some updates that you will be responsible for finding. Use the Reading Notes document on Carmen as you study for quizzes and ask me or classmates if there are terms you don't see if you have an older version of the textbook.)

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. Classes will be held in person unless noted in the weekly Carmen module. Students who are sick/quarantined but are well enough to attend class may join the class Zoom live during class time.**

- 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-E (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 **MUST BE SUBMITTED BY THE END OF THE CLASS PERIOD TO RECEIVE CREDIT**. If you require an accommodation/extension due to COVID-19 or another documented issue, please contact the instructor right away for permission for late submission.

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.

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

Extra Credit: There are 12 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.
- **Discussion Board: [Campaign Inspiration](#) (2 points):** Post to this class discussion board - meeting all requirements - and comment on another post by the DAY SECTION 2 IS DUE. After that, we're finalizing campaigns and not seeking new ideas.

- **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.

COVID-19 and Illness Policies

University COVID policies

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>).

Masks and social distancing

The university requires that everyone on campus wears masks indoors (for more information, see <https://safeandhealthy.osu.edu/>). Wearing a mask that covers your mouth and nose is important because it can help slow the spread of COVID-19. There are several reasons to do this, even if you are vaccinated. Even if you are vaccinated, there have been some cases of “breakthrough” infection, where a vaccinated person becomes ill. These cases are much less severe than cases among unvaccinated individuals, but you still don’t want to go through it if you don’t have to.

Social distancing may also help slow the spread of COVID. Although classrooms are no longer configured to ensure that students can spread out, doing so may still be helpful if you have the opportunity.

Illness or absence

Given the continued high prevalence of COVID, including breakthrough cases among vaccinated individuals, students should not attend class if they are feeling sick. It is very important that individuals avoid spreading the virus to others. Most students should be able to complete a successful semester despite illness-induced 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. If you are absent due to illness, including but not limited to COVID, I will give you a reasonable opportunity to make up missed work. You do not need to provide a physician’s document of illness, but you should advise me via email as soon as you are safely able to do so.

Recordings of class sessions

I intend to live-stream and record in-person class sessions on Zoom, where students can join during the class period or access the recording after the class periods. **These recordings are not a substitute for the in-person learning experience. Instead, they are a tool to help those who are forced to miss class on account of illness to catch up.** As such, recordings may fail to capture in-class activities, they may be incomplete in other ways, or they be entirely missing (e.g., in the event of a problem with the recording technology).

Other related resources

Food Security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

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).
- 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.
- [Carmen Zoom](#) help guide

Turnitin

- Ohio State students are accountable for the integrity of the work they submit. You should be familiar with the guidelines provided by the [Committee on Academic Misconduct](#) and [Section A of OSU's Code of Student Conduct](#) to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following the Code of Student Conduct as appropriate. Note that submitted final papers become part of the Ohio State database.
 - Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
 - Phone: 614-688-HELP (4357)
 - Email: 8help@osu.edu
 - TDD: 614-688-8743

Proctorio:

- Proctorio, an online proctoring tool, will be used during this course to administer the final exam. Proctorio offers you flexibility to take your exam 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.

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.

Office Hours & Email

I will hold 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.

Course 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 Younkun 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.

DISCLAIMER: I reserve the right to alter the scheduled topics or class format as the semester progresses. These changes will be announced via Carmen announcements or email so please check regularly, especially on class mornings.

TENTATIVE SCHEDULE

WEEK	DATE	TOPIC	READINGS/ASSIGNMENTS
1	1/11	Course Introduction/Preview Syllabus Introduce Client/Campaign Process Overview	Phase 1 Intro, Step 1
	1/13	Assign Section 1 Step 1: Analyzing the Situation	
2	1/18	Step 2: Analyzing the Organization Case study analysis	Step 2 Quiz #1 (Phase 1 Intro, Step 1 & Step 2; Due by start of class Thursday)
	1/20	Group Contract Workshop Preliminary Client Research Assign Client Memo	
3	1/25	Step 3: Analyzing the Publics Establishing secondary research questions/making assignments	Step 3 Quiz #2 (Step 3; Due by start of class Thursday)
	1/27	Meet the Client (tentative)	
4	2/1	Appendices: Applied Research Techniques Building primary research plan	Appendices A-E: Applied Research Quiz #3 (Appendices A-E; Due by start of class Thursday) Client Memo Due (2/3)
	2/3	Group Meetings: Secondary Research Client Memo Due (2/3)	
5	2/8	Step 4: Setting Goals & Objectives Campaign Case Study (tentative)	Step 4 Quiz #4: (Step 4; Due by start of class Thursday)
	2/10	Section 1 Group Work Session	
6	2/15	Finalizing Section 1 Section 1 Due Tuesday 2/15 by midnight Peer Eval #1 Due Friday, 2/18 by Midnight	Section 1 Due Tuesday, 2/16 by midnight Peer Eval #1 Due Friday, 2/19 by Midnight
	2/17	Step 5: Creating Action & Response Strategies	

7	2/22 2/24	Review Section 1/Begin Section 2 Step 6: Message Strategy	Step 5 Step 6
8	3/1 3/3	Step 7: Selecting Communication Tactics Section 2 Workday	Step 7 Quiz #5: (Step 5 & 6)
9	3/8 3/10	Analyzing Data Step 8: Implementing the Strategic Plan Step 9: Evaluating the Strategic Plan Group Workday; Client midpoint meeting (tentative) Finalizing Section 2 Section 2 Due (Friday 3/11 by midnight) Peer Eval #2 Due Sunday 3/13	Step 8 Step 9 Quiz #6: (Step 7; Due by start of class Thursday) Section 2 Due (Friday 3/11 by midnight) Peer Eval #2 Due Sunday 3/13
10	3/15 NO CLASS 3/17 NO CLASS	SPRING BREAK	
11	3/22 3/24	Group Meetings with mentors Design Workshop Client Pitch Workshop	Quiz #7: (Steps 8 & 9 & PRSA Ethics; Due by start of class Thursday)
12	3/29 3/31	Groups 1-3 meet with instructor: bring presentation storyboard & 3-minute pitch; Groups 4-6 finalize proposals Groups 4-6 meet with instructor: bring presentation storyboard & 3-minute pitch; Groups 1-3 finalize proposals Final Print Narrative Due to Carmen (Sunday 4/3 by midnight)	Quiz #8: (Ethics Certificate – complete certificate and upload to quiz anytime in the semester BEFORE class time on the 3/31) Final Narrative Due to Carmen (Sunday 4/3 by midnight)
13	4/5	Run-throughs Round 1 (Groups 1-3)	

	4/7	Run-throughs Round 1 (Groups 4-6)	
14	4/12 4/14	Run-throughs Round 2 (Groups 1-3; fully rehearsed) Run-throughs Round 2 (Groups 4-6; fully rehearsed)	
15	4/19 4/21	Final Prep Day 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)
Finals Week			Reserve the right to move presentations to the university-scheduled final exam time if there is an emergency