

SYLLABUS | COMM 2331

Strategic Communication Principles

Summer 2024 | Session 2: 8-week term | 3 credit hours | Online

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Office Hours: Tuesdays 9:30 – 11 am, or by appointment ([Zoom link](#) [PW: wadeoffice]; also available on Carmen. If you would rather meet in person, please email to coordinate).

TA: Joana Videira

Email Address: deassispachecovideira.1@osu.edu

Office Hours: Wednesdays 2:00 – 3:30 pm

Meeting link: <https://osu.zoom.us/my/joanavideira> **Password:** 731881

TABLE OF CONTENTS

COURSE OVERVIEW	1
ASSIGNMENTS, GRADES, & PARTICIPATION	3
INSTRUCTOR COMMUNICATION	7
ADDITIONAL COURSE POLICIES	8
COURSE SCHEDULE	13

COURSE OVERVIEW

Course Description and Goals

The role of strategic communication in business, including basic principles of integrated marketing, theory, and ethical standards. Prereq: Not open to students with credit for 431. This course will help students understand the systematic study of human behavior and cognition in an applied setting to the better understand the processes by which individuals, groups, and societies interact, communicate, and use human, natural, and economic resources.

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 will have:

1. Basic understanding of the principles and practice of integrated marketing communications, target marketing, and branding
2. Familiarity with strategic communication research methods
3. Basic understanding of theories of consumer decision-making, communication and social influence, and message design in strategic communication contexts
4. 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.
5. Familiarity of the social and ethical dimensions of strategic communication to vulnerable populations (e.g. women, ethnic and racial minorities, children)
6. Practice demonstrating analytical and writing skills commonly employed in strategic communication industries.

Mode of Delivery

This course will be presented fully online in an asynchronous format. There will be no set meeting times or live components.

How this Course Works

- This course will use Carmen, and is organized in weekly modules.
- Once a module is released, content may be completed any time prior to the due date.
- Several weeks will be released at a time. You are welcome to work ahead, but please note that exams are only released for one week, and discussion post responses are due weekly.
- Lectures are recorded videos. Additional videos are provided for analysis and used for several lessons or discussions.
- Initial discussion posts will always be **due on Wednesdays by 11:59 pm**. Late discussion posts will not be accepted.
- Discussion post replies, writing assignments, quizzes, and exams are always **due on Sundays at 11:59 pm**. See late policy section of this syllabus for information regarding late work or requesting extensions.

Required Course Materials

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 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.

Belch, G. & Belch, M. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th Edition). McGraw Hill

Access this eBook through the CarmenBooks reader link in the course navigation. If you would prefer to obtain your textbook and other course materials on your own, you may opt out by contacting carmenbooks@osu.edu. You must express your interest to opt out of CarmenBooks before the end of the 100% refund period for your session. To check the date for your session, visit [https://registrar.osu.edu/registration/\(link is external\)](https://registrar.osu.edu/registration/(link is external)). After that date, no refunds will be available.

ASSIGNMENTS, GRADES, & PARTICIPATION

Grading

This course is divided into two units. Each unit will include at least two learning quizzes, three discussions, one exam, and one short paper. **The lowest score for your quizzes will be dropped.**

Assignment Overview and Descriptions

All assignments EXCEPT INITIAL DISCUSSION POSTS are due by Sunday at 11:59 pm.

Assignment Type	Points for each	Frequency	Total Points
Learning Quizzes	10	5*	40
Learning Discussions	10 (initial post 4 pts, responses 3 pts/ea)	6	60
Short Papers	50	2	100
Exams	50	2	100
Points total			300

***Lowest score dropped**

Grading and Feedback

For weekly assignments, you can generally expect feedback within **7-10 days** from the due date. For writing assignments, you can generally expect feedback within **2 weeks** from the due date.

Learning Quizzes

Weekly reading quizzes provide an opportunity to quiz the student's knowledge of the materials presented that week. They will consist of ten true/false and multiple-choice questions. Each quiz will be timed at 30 minutes. Quizzes will open when the module opens and close each **Sunday at 11:59 p.m.** **The lowest score will be dropped at the end of the semester.**

Learning Discussions

Weekly discussions are intended to help students draw connections between themes and topics for the week. Points are awarded for the initial post (4 points) and responses to two peers in your group (3 points each)

Initial discussion posts are due every Wednesday at 11:59 p.m. EST. Excellent discussion posts will have a minimum of one paragraph that thoroughly addresses the entire discussion assignment. Excellent work will also use citations from readings and lectures to provide evidence. **Late submissions will NOT be accepted.**

Response posts to two group members are due by the following Sunday at 11:59 p.m. EST. Excellent work provides a direct response specifically addressing the insights in the peer's post in at least one paragraph. **There will be one point deduction for every day the submission is late.** No submissions will be accepted after 4 days without University or medical documentation.

Short Papers

1. SWOT Analysis

The SWOT Analysis assignment allows students to assess the Strengths, Weaknesses, Opportunities and Threats of an organization/ brand. The purpose, intent and best practices of a SWOT Analysis will be covered in lecture and readings prior to the assignment. In 3-4 double-spaced pages using APA style, students will identify these elements and provide a summary and synthesis of the strategic position and brand status that discusses how you leverage strengths and minimize weaknesses to take advantage of opportunities and address threats as identified in each section. A detailed assignment sheet and rubric will be provided.

2. Ad Strategy Memo

This assignment asks students to evaluate an advertising campaign as if they were working for a competing advertising agency. In 2-3 double spaced pages, students identify elements such as branding, sources, audience, structure, and strategy. Students then provide an evaluation of the effectiveness of this campaign. A detailed assignment sheet and rubric will be provided.

For both short papers, there will be 10-point deduction for every day the submission is late. No submissions will be accepted after 4 days without University or medical documentation.

Exams

There will be two exams semester administered on Carmen. The first exam (midterm) will cover Week 1 – Week 4 materials and the exam will be available from 06/24 to 06/30. The second exam (final exam) will cover Week 5 – Week 8 materials and will be available from 07/22 – 07/28.

Questions will be **multiple choice, true/false and short answer** format with a focus on application of the materials. The questions will be pulled from a question bank, with each student receiving the same number of questions on each topic. **The textbook and notes may be used,** but it will be extremely difficult to look up each item within the allotted time period.

Exams will be open for a week period to help students who may have multiple exams on one day or other obligations (plus, it's summer!). **Exams are timed at 100 minutes each with an average time of 2.5 minutes per multiple choice or true/false question and 5.5 minutes for short answer questions. The exams should be taken and completed individually. You are not allowed to work collaboratively.**

Late Assignments

All deadlines are in Eastern Standard Time (EST).

Late initial discussion posts, quizzes, and exams will NOT be accepted without proper documentation. Late submissions will receive a 0.

Students may submit some assignments late with a penalty, specifically:

- Discussion Responses: One point deduction per 24-hour period past the due date and time.
- Short Papers: 10-point deduction per 24-hour period past the due date and time.

If you are in need of an accommodation regarding a due date, please email the instructor or TA with your request at least **24 hours prior** to the due date. If an emergent situation occurs, please notify the instructor or TA as soon as it is safe and possible to do so, but no more than one week after the original due date.

It is your responsibility to proactively keep the instructors updated and aware of any situations that could result in late work (e.g., illness, emergencies, OSU sports). If you are able to provide official documentation, the late penalty will be waived. This documentation must include relevant dates and needs to come from a reputable source (e.g., a coach, a healthcare provider, etc).

Grading Scale

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

Please note: Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. There will be opportunities for extra credit for students who choose to earn those points.

Extra Credit Opportunities

C-REP (Communication Research Experience Program) Research Credits

All students enrolled in COMM 2331 may participate in the Communication Research Experience Program ("C-REP"). This is an optional extra credit activity worth up to 3 points. 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 credits 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 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 Ryu at ryu.205@osu.edu.

Credit Hour and Work Expectation

This is a 3-credit-hour course. According to Ohio State policy, 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. [ASC Honors](#) provides an excellent guide to scheduling and study expectations.

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:

- **Logging in:** Be sure you are logging in to the course in Carmen each week, including weeks with holidays or weeks with minimal online course activity. I suggest logging in at least twice per week to make sure you are keeping up with announcements and course content. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*.
- **Participating in discussion forums:** At minimum, you can expect to post at least once by Wednesday and respond at least once by Sunday as part of our substantive class discussion. This requires that you will check in twice per week, however, additional participation will give you a richer experience within the course.
- **Reading:** Textbook readings are listed in the syllabus and supplemental readings will be posted on Carmen. It is expected that you will complete the readings prior to engaging with any other materials for the week. Lectures are intended to go in-depth on topics, not to replace the readings or cover each and every topic fully. You must read to have the background knowledge to interact with the topics through lecture and activities.
- **Reviewing the module contents and weekly overview:** There will be a module for each week of the course in Carmen under Modules. Everything you need for the week will be in

the module, unless otherwise stated in the Weekly Overview. The Weekly Overview will serve as an introduction and checklist for the week. You will receive information about what will be covered, learning objectives met and due dates for the week. You should plan to view these overviews by Monday evening at the latest to be sure you are prepared for the week's tasks and due dates.

- **Viewing lectures:** All lectures for this course are recorded and will be posted to Carmen at within the corresponding weekly module. Some lectures, or lessons, are in a written format with links to articles, videos and embedded materials to aid your interaction with the material with current real-life examples.
- **Office hours:** Your instruction team is available to help you to learn, understand, and grow as individuals. Office hours are digital via Carmen Zoom (see above). I (Rachel) am on campus for a limited amount of time most weeks. Email to request an in-person meeting.

INSTRUCTOR COMMUNICATION

Virtual Office Hours

Virtual office hours will be held through Carmen Zoom. The digital meeting room for both the instructor and TA can be accessed during posted office hours (see top of this document).

When you enter the Zoom, you will be placed in a waiting room. Student will be let in one at a time in the order with which they log on. [Linked is a guide](#) to accessing Carmen Zoom.

Communications

We will reply to e-mails within **1 business day** (i.e., within 24-hours, Monday-Friday). If a business day has passed without a response from a member of the instructor team, feel free to send a polite follow-up. Remember that you can call **614-688-HELP** at any time if you have a pressing technical problem.

Class updates and/or additional materials will be posted as announcements on Carmen. I recommend having these set up to forward to your OSU email. Please check Carmen and read your email regularly (at least 2-3 times per week) because you are responsible for this information, just as you are responsible for information in class.

Common issues to avoid...

- **Carmen mail/messenger, assignment submission comments.** These are unreliable forms of communication, and we may miss your message. Please use email.
- **Weekend and evening emails.** Under most circumstances, your instructors will respond to messages of this sort on the next business day.
- **Sending emails NOT from your OSU email.** Messages to our OSU accounts from non-OSU email services are regularly marked as spam and since their OSU cannot confirm their delivery, you may not use them as evidence of communication attempts.

- **Unprofessional emails.** Please ensure that your email messages are professional and informative by including your course info in the subject line, a salutation, adequate yet concise body text, closing, and your full name.
- **Emails that require immediate attention.** We aim to answer emails with 24 hours of receipt on business days. Be proactive and plan ahead (especially with Sunday deadlines).

Challenging a Grade

As noted above, you can generally expect grades and feedback within **10 days** of submitting the assignment (or 2 weeks for written assignments). I am always willing to discuss your grades or the feedback you receive during office hours or a scheduled appointment.

To challenge a grade, you must send the instructor (cc your TA) an email **no sooner than 24 hours after the grade is posted to Carmen** to schedule a time to meet. This waiting period gives you time to digest the assignment feedback and construct an argument as to why you believe the grade should be challenged, which should be outlined in your email. Please note that a challenge may result in grades being raised or lowered.

ADDITIONAL COURSE POLICIES

Academic Integrity Policy

- **Written assignments:** All written assignments, communications, and posts should be your own original work (note that copying AI is NOT 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.

Academic Misconduct (READ CAREFULLY)

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/>

University rules require that we report any suspected cases of academic misconduct to the Committee on Academic Misconduct (COAM). It is NOT our job to assess intent. Any writing suspected of plagiarism will be automatically submitted to COAM.

Plagiarism as defined by the university's code of conduct is, "the representation of another's work or ideas as one's own; it includes the unacknowledged word-for-word use and/or paraphrasing of another person's work, and/or the inappropriate unacknowledged use of another person's ideas; submitting substantially the same work to satisfy requirements for one course or academic requirement that has been submitted in satisfaction of requirements for another course or academic requirement, without permission of the instructor of the course for which the work is being submitted or supervising authority for the academic requirement."

The following are examples of work that is unacceptable, and would constitute plagiarism:

Work that has been submitted to other courses will count as plagiarism even if you were the originator of that work.

Original Text: Families high in conversation orientation are free to interact with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities," (Schrodt, Witt & Messerschmidt, 2008, p. 31).

Plagiarism (copying the original text WITHOUT quotes even if one puts a citation. This is plagiarism since it becomes unclear if the person is trying to pass this off as his or her own writing: Families high in conversation orientation are free to interact with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities (Schrodt, Witt & Messerschmidt, 2008).

Plagiarism (copying the original text and changing a few words): Families that are low in conversation are not free to share ideas because they interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities (Schrodt, Witt & Messerschmidt, 2008).

Plagiarism (copying the original text and changing a few words): Families high in conversation orientation are free to talk with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation talk less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities (Schrodt, Witt & Messerschmidt, 2008).

Not Plagiarism: A high conversation orientation indicates that communication within families is open. New topics are discussed with ease. Conversely, families with lower conversation orientation communicate less frequently and less openly (Schrodt, Witt & Messerschmidt, 2008).

Not Plagiarism (use of quotations and citation): "Families high in conversation orientation are free to interact with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities," (Schrodt, Witt & Messerschmidt, 2008, p. 31).

Students should take the time and care to properly synthesize information from sources selected. Copying and pasting a sentence or phrase, and then changing words is NOT an appropriate way of synthesizing information. It is a way to commit academic misconduct. If you have any further questions (e.g., if you are unsure if a section in your paper will be considered plagiarism), please do not hesitate to contact your instructors.

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

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 at titleix@osu.edu

COVID-19 and Illness Policies

Please refer to current policies regarding COVID on the university website. 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. 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.

Accessibility Accommodations for Students with Disabilities

Please note that this course incorporates timed components (e.g., quizzes, exams). 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.

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.

Syllabus Disclaimer

The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified via Carmen announcement if any changes occur.

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:

<http://advising.osu.edu/welcome.shtml>

All students, especially those who have difficulty writing, are encouraged to visit the *OSU Writing Center*. Their web address is <https://cstw.osu.edu/writing-center> and their phone number is 688-5865. The Writing Center offers two kinds of tutorials: 1) Scheduled, 50-minute tutorials in 4120A Smith Lab and 2) Drop-in, 20-minute tutorials at our satellite centers (First floor Thompson Library and 114 Smith-Steeb Residence Hall).

Required Class Technology Assistance

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). For accessibility information [visit here](#).
 - 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.odde.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.
 - To complete online modules, you will need a computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection and a word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing

software programs (e.g., Microsoft Word, Mac Pages, Google Docs) have these abilities.

- OSU students have access to Microsoft Office products free of charge. To install, please visit [this link](#).
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Access to technology is essential for student success, particularly in an online class. Please contact me at any point if you do not have regular access to a laptop/desktop computer, it becomes disrupted, or you do not have Internet access at home. The [Student Technology Loan Program](#) provides computer loans for eligible students. You can also use EveryoneOn.org to find resources locally. Just enter your zip code and learn about low-cost internet access and computers in your area.

Student Well-Being Services

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

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).

If you are food insecure, the Buckeye Food Alliance is "an equal opportunity provider that works to ensure No Buckeye Goes Hungry. BFA works to reduce the impacts of food insecurity through outreach efforts and the operation of a client choice food pantry. The food pantry is open to all Ohio State Students and provides fresh produce, pantry staples, meat and dairy products, personal care items and more." You can schedule a food pick up by going to the [BFA webpage](#). If you are housing insecure, OSU also offers several [housing assistance programs](#). If you are facing any challenges securing food or housing and believe this may affect your performance in the class, please let me know and I will do my best to help you.

COURSE SCHEDULE

Week	Dates	Topics	Readings/ Media	Assignments
1	06/03-06/09	Introduction to IMC	Read: Syllabus + Course Overview Read: Ch 1 & 2: pgs 2 – 67 Watch: Lecture 1 videos (x2)	<ul style="list-style-type: none"> • Discussion 1 (Initial post 06/05; Responses 06/09) • Quiz 1 (Due: 06/09)
2	06/10-06/16	IMC Participants and Consumer Behavior	Read: Ch 3 & 4: pgs 68 – 141 Watch: Lecture 2 videos (x2)	<ul style="list-style-type: none"> • Discussion 2 (Initial post 06/12; Responses 06/16) • Quiz 2 (Due: 06/16)
3	06/17-06/23	SWOT Analysis & Communication Models	Read: Ch 5: pgs 142 – 173 Read: SWOT Reading PDF Watch: Lecture 3 videos (x2) Listen: Podcast (x1) ** Virtual exam review (date TBD)	<ul style="list-style-type: none"> • Discussion 3 (Initial post due Fri. 06/21 to account for the holidays this week; Responses due 06/23) • Quiz 3 (Due: 06/23) • Short paper 1: SWOT Analysis (Due 06/23)
4	06/24 – 06/30	End of Unit 1 Source, Channel, and Message	Read: Ch 6: pgs 174 – 211 Read: Ch 21 ONLY pgs 734-739 Watch: Lecture 4 videos (x2) Review: Exam 1 study guide	<ul style="list-style-type: none"> • Exam 1 (Available from Mon. 06/24– Sun. 06/30; 100 minutes, ONE attempt)
5	07/01 – 07/07	Creative Message Design	Read: Ch 8 - 9: pgs 254 - 323 Watch: Lecture 5 videos (x2)	<ul style="list-style-type: none"> • Discussion 4 (Initial post 07/03; Responses 07/07) • Quiz 4 (Due: 07/07)
6	07/08 – 07/14	Public relations & Product Placement	Read: Articles on Carmen (x4) Watch: Lecture 6 video (x1) Watch: <i>The Great Movie Ever Sold</i>	<ul style="list-style-type: none"> • Discussion 5 (Initial post 07/10; Responses 07/14) • Quiz 5 (Due: 07/14) • Short paper 2: Ad strategy memo (07/14)
7	07/15 – 07/21	Social Media Marketing	Read: Chapter 15 Read: Article on Carmen (x1) Watch: Lecture 7 videos (x2) ** Virtual exam review (date TBD)	<ul style="list-style-type: none"> • Discussion 6 (Initial post 07/17; Responses 07/21) • CREP Extra Credit due (refer to Carmen page)
8	07/22 – 07/28	End of Unit 2 Monitoring, Evaluation, and Control	Read: Ch 18: pgs 592 - 629 Watch: Lecture 8 videos Review: Exam 2 study guide	<ul style="list-style-type: none"> • Exam 2 (Available from Mon. 07/22 - Sun. 07/28; 100 minutes, ONE attempt)

Note. Exam reviews are optional and will be offered in “real time” with a course instructor via Zoom. Dates/times will be released leading up to each exam. Refer to the Carmen course for up-to-date assignment due dates.