

# Write Like a PR Pro

## COMM 3334 - HYBRID

### Strategic Message Design

Spring 2025

Wed. 9:35 – 10:55 a.m. Journalism Building 342 – Section 18591

Instructor: Mary Sterenberg, M.S.

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Phone: 614-292-6185

### Office Hours

Monday 9:30 – 11:30 a.m. (virtually) by appointment, Thursday 12:30-2:30 p.m. (in person or virtual) by appointment. 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

## COURSE DESCRIPTION

Though there is an ever-growing bank of options for HOW to share a message (think ground-ling ads, Instagram/Facebook reels, video), content remains king. Print and electronic communication, social media and visual mediums all require a core skill: writing. Emerging professional communicators must master writing and message production skills, and layer this on top of solid planning. This course is an intensive workshop in public relations writing that grows students' ability to plan and write strategically, concisely and effectively for many of the communication channels used in the current public relations environment. It emphasizes the strategy of selecting the appropriate medium for a message, and then crafting key messages tailored to specific audiences and organizational objectives.

Strong writing and understanding the importance of grammar and AP Style in public relations is critical and therefore the course teaching and evaluation of work will be through the lens of both. Many assignments require knowledge of Associated Press style (it is recommended, but not required, that you take this class after Comm 2321). Students who have not worked with AP Style before are responsible for the extra efforts required to write in this format and are encouraged to leverage resources listed in Carmen. Learning AP Style – or improving one's execution of the format – will be beneficial throughout a student's time as a communications-seeking professional and well into their career. Like any new skill, it takes practice and time, and students completely new to AP Style will need to supplement discussions of AP Style in class with their own practice and self-mastery.

This course also familiarizes students with local professionals and companies and the types of writing and other skills needed to be competitive in the current communication job market. Students will learn about message creation from local subject matter experts and develop their portfolio of writing clips and professional qualifications. Class time will include discussion, hands-on instruction and individual/group activities to apply concepts from the readings. **Completing assigned reading before class is necessary to successfully complete both online quizzes and in-class activities. The best way to improve your writing is to write. A lot.**

## COURSE OBJECTIVES

- Students will recognize the critical role of strong writing in the public relations process.
- Students will solidify professional writing skills and learn to write strategically, concisely, accurately and effectively for various communication channels.
- Students will develop key messages tailored to target audiences and organizational objectives.
- Students will connect the course content to its application in a professional setting, gaining a greater understanding of how professionals are creating messages for their companies and clients.
- Students will grow their appreciation for the different career paths available in communication and the fundamentals skills required.

## COURSE TEXTS

Write Like a PR Pro, Mary Sterenberg: <https://ohiostate.pressbooks.pub/writelikeapro/> (This is a free, online textbook.)

Recommended: The Associated Press Stylebook 2024-26. The Associated Press.

## EMBEDDED LITERACY CATEGORY: TECHNOLOGY FLUENCY

The university's General Education program requires that students take required courses in three literacies: technology fluency, data analysis and advanced writing. Technology fluency is an embedded literacy within this course.

### Goals:

Successful students develop a critical appreciation of the relations between technologies and their contexts (social, cultural, historical) and of the range of effects and consequences (legal, ethical, political) produced or enabled by particular technologies.

### Expected Learning Outcomes:

- 1.1 Critically describe the relationships between technology and society in historical and cultural contexts.
- 1.2 Recognize how technologies emerge and change.
- 1.3 Evaluate the social and ethical implications of technology.

## HYBRID COURSE EXPECTATIONS

This course will have in-person and online components, but students should plan to attend IN-PERSON once a week during the class periods designated as IN-PERSON on the syllabus course schedule below. Do not schedule work or other commitments during class periods. Students will complete and submit assignments that apply what we learn in class virtually for the other class period, as noted on the syllabus course schedule below.

- 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).
- Bring a computer to any in-person classes so you can access online materials, discussions and resources.
- You must 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 and readings are due **BEFORE THE START OF CLASS**, as noted on the syllabus. DO NOT collaborate with classmates on quizzes.
- Application Assignments will open after in-person class and remain open until the date/time noted on the syllabus course schedule below.

- MY ADVICE: Complete all readings, quizzes assignments listed BEFORE coming to the in-person class. Attend in-person class. Complete and submit all assignments/responses for the virtual class period, as those build on the in-class content. Once that is complete, THEN move on to readings/quizzes for the following week. This prevents confusion with the material.

### COURSE EVALUATION

Writing Samples	100 points (2 assignments x 50 points)
Application Assignments	150 points (12 assignments x 5-20 points each)
Quizzes	100 points
Client Project	50 points
<b>Total Possible Points</b>	<b>400 points</b>

### COURSE GRADING SCALE

A	93-100%	B-	80-82%	D+	67-69%
A-	90-92%	C+	77-79%	D	60-66%
B+	87-89%	C	73-76%	F	Less than 60%
B	83-86%	C-	70-72%		

### COURSE ASSIGNMENTS

Assignments should be turned in hardcopy and should follow AP style guidelines, unless otherwise instructed. Check Carmen for additional information on assignments. Save early and save often.

#### Writing Samples (100 points)

You will strategically plan and create two professional communications. They will take your writing to a higher level by requiring more complex analyses of key messages for target audiences and awareness of appropriate “voice.” They will also ask you to think strategically beyond the writing – considering visuals, timing, choice of communication platforms, etc. Any assignment containing a major factual error will drop a full letter grade. A major factual error is defined as one that gives the wrong information to the audience, including such things as misspelling the client’s name, incorrect identification of key sources or having the wrong place and time for an upcoming event. A detailed assignment sheet and rubric will be provided on Carmen for all writing sample assignments.

#### Application Assignments (150 points)

As a hybrid class, we meet IN PERSON once a week and you will complete a virtual writing workshop and peer review as an Application Assignment nearly every week. These application assignments allow you to practice the concepts learned in class and gain more writing experience. They also give you a weekly opportunity edit someone else’s writing and receive feedback from a peer editor. Each individual Application Assignment requires both a post AND a response to a classmate for full credit. Application assignments instructions are provided on Carmen and will open after each in-person class and are due by the time and date listed on the syllabus Course Schedule below. Late work will not be accepted as Carmen is set to open the peer review process automatically. Each Application Assignment is worth 5-20 points as noted on Carmen.

#### Quizzes (100 points)

To evaluate your understanding of the course material and ensure all students come to class prepared to apply new knowledge and skills, there will be quizzes on assigned readings & lecture material (**content included on each quiz is provided in the “Quiz Topics” document on Carmen**). **This course uses quizzes in lieu of exams to align more closely with application of the concepts.**

Quizzes are available via Carmen and should be completed BY START OF CLASS ON THE DATE LISTED ON THE SYLLABUS. They open the previous week AFTER CLASS (to ensure you have all needed lecture material) and you have 15 minutes to complete each quiz once it begins. There are 10 questions on all quizzes. Plan to take quizzes with enough time before class so that you have a buffer on time in case you face sickness, tech issues or other problems. There will be no study guides, and it is the responsibility of the student to complete assigned readings, take notes in class, prepare for and take quizzes independently. STUDENTS MAY NOT WORK TOGETHER OR COLLABORATE IN ANY WAY ON QUIZZES. There are

11 quizzes and your top 10 scores will be counted. If you have tech issues, add the course late, forget a quiz or get sick and miss a quiz, that is your dropped quiz. If you take all quizzes, your lowest score will be dropped. THERE ARE NO MAKEUP QUIZZES as we discuss answers in class and move on with applying the content.

Quizzes use the LockDown Browser feature on Carmen, which limits you to just the quiz browser while taking the quiz to reduce distraction. You will need to download this tool before taking your first quiz. See [university instructions for downloading](#).

### **Client Project (50 pts)**

You will be working in a group throughout the semester with a real client to create an analysis/audit of the company's existing communication activities in the four categories we discuss in class: paid, earned, shared and owned. You will produce a client-ready communication analysis/audit document that showcases a strategic SWOT analysis and gives corresponding communication recommendations regarding key audiences, messaging and communication platforms. Your group will also report back to the class on your client work so that students learn from one another's client experiences. A detailed rubric will be provided.

### **In-class Work (see the Attendance & Participation below for more information)**

In an internship or job, it is mandatory that you show up and give a strong effort every day to learn and grow new skills. This course adopts the same mentality as it is designed to begin bridging the gap between the academic and professional worlds. The writing and exercises we do during scheduled class time allow students to put class concepts into action and learn by doing with the benefit of peer and instructor review, feedback and discussion. A big part of our in-class work will focus on a group Client Project, where students will analyze the communications of a local client and provide recommendations and writing support for that client. Students are responsible for completing in-class writing/application assignments on class days and assignments **MUST BE SUBMITTED BY THE END OF THE CLASS PERIOD TO RECEIVE ATTENDANCE CREDIT**. If you require an accommodation due to illness or another documented issue, please contact the instructor right away. Missing submission of more than one in-class assignment (the equivalent of one week of in-person class) will negatively impact your final grade.

## **COURSE POLICIES**

### **Attendance & Participation**

In an internship or job, attendance is expected and missing a day of work can cost you income and damage your personal brand. The attendance policy for this class is to allow one excused (i.e., documented) absence. **Because Communication 3334 is a hybrid class that only meets once a week in person and requires group work during class time, if a student misses more than one class during a regular 15-week semester, the final course grade will be lowered one letter grade for each unexcused absence beyond one.** If you need to quarantine due to sickness or exposure to sickness, please get notes from a classmate or the instructor and ask whether in-class work can be made up.

If you are absent a day an assignment is discussed or assigned, it is your responsibility to get details from me or a classmate. **I do not accept late work.** If you will be absent the day an assignment is discussed or due, contact me in advance for assignment details and turn it in early in class or in my office. Under no circumstances are assignments accepted via email unless explicitly stated otherwise.

### **Weather or other short-term closing**

Should in-person classes be canceled; we will meet virtually via CarmenZoom during our regularly scheduled time. I will share any updates via email/Carmen announcement.

### **Religious Accommodations**

Our inclusive environment allows for religious expression. Students requesting accommodations based on faith, religious or a spiritual belief system in regard to examinations, other academic requirements or absences, are required to provide the instructor with written notice of specific dates for which the student requests alternative accommodations at the

earliest possible date. For more information about religious accommodations at Ohio State, visit [odi.osu.edu/religious-accommodations](https://odi.osu.edu/religious-accommodations).

**Extra Credit:** There are 12 extra credit points available in this class. Occasionally I will award extra credit beyond these 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).*

- **Professional Development 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. If you have me for multiple classes, you may not count the same event for both classes. You may attend multiple events and submit a different event for each class.
- **Client Collateral Item (5 points):** Several Application Assignments this semester ask you to draft work that could be used by your client. You may choose to use my comments and your peers' comments on that assignment to revise and finalize. If you submit a final collateral item that is "client ready" and submitted as an Appendix to your group's Client Analysis/Audit, I will consider for 5 individual extra credit points. You may create one of the following (each is based on the Application Assignments marked with a \* on the syllabus). See this assignment on Carmen for details. THIS IS TOTALLY OPTIONAL.
  - Messaging document
  - Email newsletter
  - Social media editorial calendar (with 10 prepared posts)
  - Canva advertisement or flier
- **Client Project Class Favorite (2 points):** All students will vote following the final client project presentations at the end of the semester for the group they feel presented the strongest client work.
- **SEI class response rate (1 point):** If the class hits an 80% response rate on SEIs, I will give the entire class a point.

### Illness 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>).

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 illness, please contact the instructor as soon as you are able. If you are absent due to illness, I will give you a reasonable opportunity to make up missed work other than in-class assignments that are not able to be replicated by an individual student after the fact due to the nature of the assignment. This course offers extra credit to allow students to recoup lost points for situations such as these. 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.

### 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 and updates 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 in person or 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](mailto:8help@osu.edu)
  - TDD: 614-688-8743

#### **Office Hours & Email**

I will hold office hours weekly both in person and 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.

#### **Office Hours Zoom:**

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

Meeting ID: 941 6258 4331

Password: 906047

#### **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](mailto:sterenberg.2@osu.edu). For email, please include COMM 3334 in the subject line to ensure your email receives high priority in my inbox.

#### **Academic Misconduct:**

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Using another person's research or using large verbatim sections of information from the work of another will be considered plagiarism. A grade of zero will be given for the assignment, and possibly failure for the entire course. If unsure, give credit to your source.

Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

**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 have 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. For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

### **Using Generative Artificial Intelligence**

Generative artificial intelligence tools such as ChatGPT and Sudowrite will help shape the future of work, research and technology but when used in the wrong way, they can stand in conflict with academic integrity at Ohio State. All students have important obligations under the [Code of Student Conduct](#) to complete all academic and scholarly activities with fairness and honesty. To maintain a culture of integrity and respect, these generative AI tools should not be used in the completion of course assignments unless the instructor specifically authorizes their use.

### **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.

### **Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct**

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. Online reporting form at [equity.osu.edu](http://equity.osu.edu),
2. Call 614-247-5838 or TTY 614-688-8605,
3. Or Email [equity@osu.edu](mailto:equity@osu.edu)

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

### **Diversity**

The Ohio State University affirms the importance and value of diversity of people and ideas. We believe in creating equitable research opportunities for all students and to providing programs and curricula that allow our students to

understand critical societal challenges from diverse perspectives and aspire to use research to promote sustainable solutions for all. We are committed to maintaining an inclusive community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among all members; and encourages each individual to strive to reach their own potential. The Ohio State University does not discriminate on the basis of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, gender, sexual orientation, pregnancy, protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment.

To learn more about diversity, equity, and inclusion and for opportunities to get involved, please visit:

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

<https://odi.osu.edu/racial-justice-resources>

<https://odi.osu.edu/focus-on-racial-justice>

<https://cbisc.osu.edu>

**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.

**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 or someone you know are 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](https://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 and 24-hour emergency help is also available through the 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

## **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](mailto:slds@osu.edu); [slds.osu.edu](https://slds.osu.edu).**



## Part 1: PR Planning & Writing Basics

	To do BEFORE start of class Wednesday	Wednesday Class: IN PERSON	To do AFTER class Note: Application Assignments open after class Wednesday and are due by 11:59 p.m. Friday. Peer reviews open at 12:01 a.m. Saturday and are due by 11:59 p.m. Sunday.
Week 1 1/8	Review syllabus and familiarize yourself with the Carmen course structure	<ul style="list-style-type: none"> <li>- Why Writing Matters</li> <li>- Cornerstones of Communication (Ch. 1)</li> <li>- Introductions &amp; Course Review</li> </ul>	<b>Individual post &amp; response:</b> Professional inventory and reflection statement (5pts)
Week 2 1/15	<b>READ:</b> Intro, Chapters 1 & 2 <b>COMPLETE:</b> Quiz #1	<ul style="list-style-type: none"> <li>- The Discovery Process (Ch. 2)</li> <li>- Understand Your Brand, Identify Audiences, Target Specific Objectives</li> <li>- Client Project Kickoff</li> </ul>	<b>Individual post &amp; response:</b> Personal brand (5pts)
Week 3 1/22	<b>READ:</b> Chapter 3 <b>COMPLETE:</b> Quiz #2	<ul style="list-style-type: none"> <li>- Analyzing Audiences (Ch. 3)</li> <li>- Audience segmentation</li> <li>- <b>Group work:</b> Submit final three client ideas</li> </ul>	<b>Individual post &amp; response:</b> Audience segmentation & consumer profile creation (10pts)  <b>Client Project:</b> Watch for instructor approval on client ideas. Work to secure client.
Week 4 1/29	<b>READ:</b> Chapter 4 <b>WATCH:</b> Messaging Lecture <b>COMPLETE:</b> Quiz #3 <b>SUBMIT:</b> Confirmed client	<ul style="list-style-type: none"> <li>- Strategic Messaging (Ch. 4)</li> <li>- <b>Group work:</b> Discovery and interview prep begin: Competitors and industry identified</li> </ul>	<b>Individual post &amp; response:</b> Executive summary & competitive audit (10pts)  <b>Client Project:</b> Discovery and interview prep continue. Schedule interview for Week 5 or 6.

## Part 2: PESO Analysis; Client Project Development

Week 5 2/5	<b>READ:</b> Chapter 5 <b>WATCH:</b> Owned Media Writing Lecture <b>COMPLETE:</b> Quiz #4	<b>OWNED MEDIA</b> <ul style="list-style-type: none"> <li>- Writing for the Web (Ch. 5)</li> <li>- Blog post assigned</li> <li>- <b>Group work:</b> Discovery: PESO research, audience &amp; industry exploration</li> </ul>	<b>Individual post &amp; response:</b> Blog research & outline (10pts)  <b>Client Project:</b> Hold client interview
Week 6 2/12	<b>READ:</b> Chapter 6 <b>COMPLETE:</b> Quiz #5	<ul style="list-style-type: none"> <li>- Executive Writing: Business Emails (Ch. 6)</li> <li>- <b>Group work:</b> Develop SWOT, opportunity assessment and</li> </ul>	<b>Individual post &amp; response:</b> *Messaging document & opportunity statement (15pts)  <b>Client Project:</b> Hold client interview if

		message development for key audiences.	you haven't
Week 7 2/19	<b>SUBMIT:</b> Blog post	Inter-group meetings on key audiences, opportunity assessment and messaging. Instructor checkpoint.	<b>Individual post &amp; response:</b> *Mailchimp workshop, client newsletter (15pts)  <b>Client Project:</b> Discuss feedback and finalize audiences, opportunity statement and messaging
Week 8 2/26	<b>READ:</b> Chapters 7 & 8 <b>WATCH:</b> Social Strategy Lecture <b>COMPLETE:</b> Quiz #6	<b>SHARED MEDIA</b> - Different Sides of Social (Ch. 7) - Setting an Up-Front Social Strategy (Ch. 8) - <b>Group work:</b> Develop social media strategy, recommendations	<b>Individual post &amp; response:</b> Client project consumer profile creation & recommendations (10pts)
Week 9 3/5	<b>READ:</b> Chapters 9 <b>WATCH:</b> Social Content Lecture & Editorial Calendar Lecture <b>COMPLETE:</b> Quiz #7	- Social Content Creation (Ch. 9) - <b>Group work:</b> Finalize consumer profiles and compile group PESO recommendations.	<b>Individual post &amp; response:</b> *Social media editorial calendar (15pts)
Week 10 3/12	<b>SPRING BREAK – NO CLASS</b>		
Week 11 3/19	<b>READ:</b> Chapters 10 <b>WATCH:</b> Finding/Making News Lecture <b>COMPLETE:</b> Quiz #8	<b>EARNED MEDIA</b> - Finding/Making News (Ch. 10) - Pitching Media/Media Advisories - <b>Group work:</b> Brainstorm key media outlets and media pitch ideas. Meet with instructor on PESO recommendations.	<b>Individual post &amp; response:</b> Media advisory outline/draft (10pts)  <b>Client Project:</b> Finalize PESO recommendations
Week 12 3/26	<b>SUBMIT:</b> Media Advisory/ Pitch	- Writing for Earned Media - Writing strong headlines, leads and quotes - <b>Group work:</b> Add detail and outside support for audit/recommendations.	<b>Individual response:</b> Media advisory review (10pts)  <b>Client Project:</b> Consider Collateral Item Extra Credit Opportunity
Week 13 4/2	<b>READ:</b> Chapters 11, 12 <b>WATCH:</b> Advertising Lecture <b>COMPLETE:</b> Quiz #9	<b>PAID MEDIA</b> - Advertising/Fliers (Ch 11) - Video Messaging (Ch. 12) - Review final presentation requirements and show examples - <b>Group work:</b> Brainstorm on	<b>Individual post &amp; response:</b> Canva workshop* (10pts)

		creative paid recommendations (or ways paid could amplify other PESO areas); discuss presentation plan.	
Week 14 4/9	<b>READ:</b> Chapters 13 <b>WATCH:</b> Design Lecture <b>COMPLETE:</b> Quiz #10	- Visual Messaging (Ch. 13) - Design/Infographics - <b>Group work:</b> Work on final presentations/plan.	<b>Individual post &amp; response:</b> Client project statement, collateral item comment (10pts)
Week 15 4/16	<b>SUBMIT:</b> - Communication Audits - Presentations (one of each submitted per group)  <b>COMPLETE:</b> Quiz #11 (Can be completed anytime during the semester before the due date)	- Client Project Presentations - Peer review	- Class reflection (5pts) - Peer evaluation (your group members) (5pts) - Group feedback (of another group's presentation as assigned in class) (5pts)