

**Ohio State University
School of Communication**

COMMUNICATION 4337: PUBLIC COMMUNICATION CAMPAIGNS Spring 2025

CLASS TIME & LOCATION: Tues/Thurs 10:20 a.m. - 12:10 p.m. – Journalism Building 106, Section 18626

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

PHONE: 614-292-6185

EMAIL: sterenberg.2@osu.edu

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

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:

Silverman, Deborah A.; Smith, Ronald D., Strategic Planning for Public Relations, 7th Edition. Routledge, Taylor and Francis Group: New York and London, 2017. ISBN: 9781003348467 [NOTE: You can access this eBook through the CarmenBooks reader link in the course navigation.]

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](#). You can access the course textbook through the CarmenBooks link in the course navigation.

COURSE EXPECTATIONS

This course has high professional and academic standards as a senior capstone course that produces real work for a real client. **Students should plan to attend class during all scheduled class periods. Classes will be held in person unless noted in the weekly Carmen module.**

- 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. Your lowest quiz score is dropped, so there are no makeup quizzes. These quizzes are more than reading quizzes – they are in lieu of a midterm or final exam, so students should prepare for each thoroughly. The quiz format helps students be reading and applying concepts step-by-step during the campaign development process.
- Bring a computer to all 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	80 points
Client Visit Memo	10 points
Class Discussions/Activities	85 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 and feedback on: workload, participation, communication, deadlines, providing feedback and receiving feedback. The peer evaluation is designed to recognize that all students have different strengths, weaknesses and working styles. The best work comes from groups who leverage all group members' strengths in ways that make the process enjoyable and productive. You will kick off the project with a group workshop and I will provide suggestions on best practices throughout the process to help facilitate. 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. **Peer evaluation concerns can result in lower individual scores on Section 1, Section 2 and the Final Plan, so students should be familiar with the peer evaluation and should communicate with their groups to ensure they are fully participating in the group project.**

Quizzes – (80 points) – This course uses quizzes in lieu of exams to align more closely with application of the concepts along the campaign development process. Quizzes each include 8-10 multiple-choice questions from the textbook 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

“Quiz Notes” document on Carmen. **Quizzes are available via Carmen and must be completed by the dates/times listed on the syllabus and on Carmen (MOST ARE DUE BY THE START OF A THURSDAY CLASS)** The lowest quiz grade will be dropped, so there are no makeup quizzes. **NOTE:** Quiz #1 should be completed by 11:59 p.m. on Sunday the first week of class and then we will begin the normal rhythm of quizzes due by start of class each Thursday. Quiz #9 is open and can be completed any time before the due date. Instructions are provided within the quiz.

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. 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](#).

Quiz 1: Introduction/Phase 1 & Step 1

Quiz 2: Step 3

Quiz 3: Step 4

Quiz 4: Step 2

Quiz 5: Phase 2 & Step 5

Quiz 6: Steps 6 & 7

Quiz 7: Phase 3 & Step 8:1-4

Quiz 8: Phase 4 & Steps 9 & 10

Quiz 9: PRSA Professional Values/Code of Ethics & Page Center Module 3 Certificate (2 questions on PRSA Professional Values/Code of Ethics and 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. Have this ready to upload when you open the quiz. THIS QUIZ 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.

Class Discussions/Activities (85 points) – In-class activities and assignments are determined by the instructor and are assigned in class. 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 a documented issue, please contact the instructor right away for permission for late submission. There are times late submission is not possible based on the nature of the assignment, even with a documented absence. Taking advantage of the available extra credit is a good option to recoup points in these situations.

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 a documented issue, please contact the instructor right away.

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.

Illness or absence

All students are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>). 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. 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. Students who miss class are responsible for getting class notes and making up any missed work as soon as they are able. Please note there are some in-class assignments that are not able to be made up due to the nature of the assignment. Extra credit opportunities are available to help students recoup points for situations such as these.

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.

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.

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 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 either 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
 - TDD: 614-688-8743

Office Hours & Email

I will hold office hours 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. For email, please include COMM 4337 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,
2. Call 614-247-5838 or TTY 614-688-8605,
3. Or Email 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://cbsc.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 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; 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	READINGS/ASSIGNMENTS (Completed BEFORE class)	TOPIC
1	1/7	Review syllabus and explore Carmen setup	Course Introduction/Preview Syllabus Campaign Process Overview
	1/9	- Phase 1 Intro, Step 1 Quiz #1 (Phase 1, Intro, Step 1; Due by 11:59 Sunday 1/12)	Assign Section 1 Step 1: Analyzing the Situation
2	1/14	Step 3	Step 3: Analyzing the Organization Case study analysis
	1/16	Quiz #2 (Step 3; Due by start of class Thursday)	Group Contract Workshop Preliminary Client Research Assign Client Memo
3	1/21	Step 4	Step 4: Analyzing the Publics Establishing secondary research questions/making assignments
	1/23	Quiz #3 (Step 4; Due by start of class Thursday) Questions for client prepared	Meet the Client (tentative)
4	1/28	Step 2	Step 2: Choosing Research Methods Building primary research plan
	1/30	Quiz #4 (Step 2; Due by start of class Thursday) Client Memo Due (1/30)	Group Meetings: Secondary Research
5	2/4	Step 5	Step 5: Creating Positioning Statements, Goals, and Objectives Campaign Case Study (tentative)
	2/6	Quiz #5: (Phase 2, Step 5; Due by start of class Thursday)	Section 1 Group Work Session
6	2/11	Section 1 Due Wednesday 2/12 by midnight Peer Eval #1 Due Friday, 2/14 by midnight	Section 1 Group Work Session
	2/13	Step 6	Step 5: Choosing Proactive & Reactive Strategies Review Section 1/Begin Section 2

7	2/18	Step 7	Step 7: Developing the Message Strategy
	2/20	Quiz #6: (Step 6 & 7; Due by start of class Thursday)	Review Section 1/Begin Section 2 Client midpoint meeting (tentative)
8	2/25	Step 8	Step 8: Selecting Communication Tactics (Parts 1-4)
	2/27	Quiz #7: (Phase 3, Step 8; Due by start of class Thursday)	Section 2 Workday
9	3/4	Step 9 Step 10	Analyzing Data Step 9: Implementing the Strategic Plan Step 10: Evaluating the Strategic Plan
	3/6	Section 2 Due Friday 3/7 by midnight Peer Eval #2 Due Sunday 3/9 by midnight	Group meetings Finalizing Section 2
10	3/11	NO CLASS: SPRING BREAK	
	3/13		
11	3/18	Preparing client pitches	Design Workshop Client Pitch Workshop
	3/20	Quiz #8: (Phase 4, Steps 9 & 10; Due by start of class Thursday)	Group meetings with mentors
12	3/25		Groups 1-3 meet with instructor: bring presentation storyboard & 3-minute pitch; Groups 4-6 finalize narrative
	3/27	Quiz #9: (Ethics Certificate – complete certificate and upload to quiz anytime in the semester BEFORE class time on the 3/27) Final Narrative Due to Carmen (Sunday 3/30 by midnight)	Groups 4-6 meet with instructor: bring presentation storyboard & 3-minute pitch; Groups 1-3 finalize narrative
13	4/1		Run-throughs Round 1 (Groups 1-3)
	4/3		Run-throughs Round 1 (Groups 4-6)
14	4/8		Run-throughs Round 2 (Groups 1-3; fully rehearsed)

	4/10		Run-throughs Round 2 (Groups 4-6; fully rehearsed)
15	4/15		Final Prep Day
	4/17	Group Presentations to Client (Date TBD) Final Proposal PDF and Presentation due to Carmen Peer Eval #3 Due (48 hours after client pitch)	Group Presentations to Client TENTATIVE (Mandatory attendance for all)
		Reserve the right to move presentations to the university- scheduled final exam time if there is an emergency	