

SYLLABUS: COMM 2312

WRITING FOR STRATEGIC COMMUNICATION

SECTION 16322, AUTUMN 2025, HYBRID

Instructor: Karen Bailey

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MEETING TIME

Hybrid: In-Person on Wednesdays from 2:20 - 3:40 p.m. + asynchronous writing lab

LOCATION

Dennie Hall, Room 206

Wednesday's class is in-person; Writing Labs are asynchronous

COMMUNICATION

You're more than welcome to reach out to me anytime. Email is the best way to reach me: bailey.1968@osu.edu.

However, with more urgent needs, you can call or text me at 614-716-9678. Please identify yourself with your first and last name and this class (Comm: 3334). **I will notify you of any reminders, schedule changes, other updates via Carmen Announcements, so be sure to check Carmen regularly.**

OFFICE HOURS:

In-person: Wednesdays 12:30 - 2 p.m.

Virtually: By appointment

Virtual Office Hours Via Zoom:

<https://osu.zoom.us/j/7110498391?pwd=grqlb1jvwzKzYv5zpytL9L9JmIDOHh.1>

Meeting ID: 711 049 8391

Password: 405016

COURSE DESCRIPTION

Writing is a fundamental and essential part of being a communications professional. If you lack writing skills, you won't make it very far in the field. Learning to write accurately, concisely and on deadline takes practice. The more you do it, the better and faster you become. This is a high-intensity course designed to prepare you for the deadlines and forms of writing required in a professional environment. Opportunities for writing a variety of types of copy for print, broadcast media, web and public relations will be incorporated into the assignments. This course also will give you an appreciation for the importance of being a strong editor and giving constructive feedback to other writers.

COURSE OBJECTIVES

- Demonstrate proficiency in news, feature, and public relations writing by applying appropriate formats, structures, and storytelling techniques to reach diverse audiences.
- Apply Associated Press (AP) Style consistently across all written assignments to produce clear, accurate and professional communication.
- Practice ethical decision-making in news writing, public relations writing and working with journalists.

- Produce professional, portfolio-quality writing samples that demonstrate strong grammar, mechanics and organization.
- Develop time management and project planning strategies to balance multiple writing assignments, reading and quizzes.
- Engage in peer review and in-class discussion to provide constructive feedback, strengthen collaboration skills and refine writing projects.

COURSE TEXTS

1. **Writing for Strategic Communication Industries.** This book is free; you can view and download it [here](#).
2. **The Associated Press Stylebook.** If you expect to earn a living in Communications, you'll need this book! You'll also use it in COMM 3334 and 4337. You can find a hard copy in most bookstores or [online](#). You can also purchase a link to the online version [here](#).

HYBRID COURSE EXPECTATIONS

This course will have in-person and online components. Students should plan to attend IN-PERSON on Wednesdays and complete weekly assignments online. This course will include weekly reading and quizzes covering concepts from the book and material covered in-class. Weekly lecture notes will be posted online. Additionally, there will be a final exam given during class time during Week 15. Additional things to note:

- You will need access to reliable Wi-Fi and take responsibility for ensuring you can access online resources such as discussion boards, video/audio materials and quizzes. Please refer to the resource center for additional support with Carmen and other online tools: <https://resourcecenter.odee.osu.edu/carmencanvas>
- All course materials and assignments will be posted weekly in Carmen. Additionally, I will post Announcements as needed to communicate updates, news and activities. We will also use Carmen during class for In-Class Writing.
- Bring a computer to in-person classes so you can access online materials, discussions and resources.
- Assignments will be **due TUESDAYS AT MIDNIGHT**. Any changes will be communicated in class and through Carmen.

COURSE EVALUATION

Class Participation	50 points (12 in-class exercises/2 dropped)
Reading Quizzes	100 points (11 quizzes/lowest grade dropped)
Writing Assignments	250 points
o <i>Weekly writing (100)</i>	
o <i>News story (50)</i>	
o <i>Media Kit (50)</i>	
o <i>Feature story (50)</i>	
Final Exam	50 points

TOTAL POINTS 450 POINTS

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

Class Participation (50 points)

During class, students will be asked to complete short writing exercises, which will be turned in by the end of class for five points. There will be 12 prompts to complete. However, to receive full point value (50 points), students will need to complete 10. In-class exercises cannot be made up, unless prior permission is received.

Reading Quizzes (100 points)

Throughout the semester, students will be given weekly reading assignments and quizzes. Weekly quizzes will cover the materials discussed in class and in your reading. These 10-point quizzes will be multiple-choice and open-note. However, you may not collaborate with peers on quizzes. During Week 7, students will be quizzed on their understanding of Associated Press style. There will be 11 quizzes given during the semester, and the lowest grade will be dropped.

Weekly Writing Assignments (250 points)

Our class structure includes a weekly Writing Skills Lab because the best way to become a better writer is to write, and write often. Writing Assignments are designed to help you learn and practice the writing and editing techniques needed for longer Writing Assignments. Many of these assignments are designed to help you organize and plan for your longer assignments.

- **News Story (50 points):** Students will research and craft a news story based on the topic of their choosing. This project will be graded according to the provided rubric and will evaluate their understanding of news writing.
- **Media Kit (50 points):** Using a real-world corporate PR scenario, students will prepare a press kit. The press kit shall include a news release, fact sheet and bios. Students will be graded according to the provided rubric and will evaluate their understanding of PR writing.
- **Feature Story (50 points):** Using a personal connection, hobby or interest, students will research and craft a feature story. Students will be graded according to the provided rubric, which will evaluate their understanding of feature writing.

All class assignments that include sources must include a contact list with phone numbers and emails for your sources. I may contact some of these sources throughout the semester.

Exam

The final exam will evaluate your understanding of the course material. The exam is multiple choice and includes materials covered in lecture materials as well as assigned readings. There will also be questions gauging your understanding of Associated Press Style. This exam will be given during class time during Week 15.

Extra Credit: There are 10 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 point total. *Submit all extra credit on Carmen by class during Week 15.*

- **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.
- **Writing Workshop (3 points):** Students may choose to meet with me or to make an appointment with The Writing Center at OSU for a writing workshop. To achieve credit, you must submit three takeaways to improve your writing and list the date/time of your appointment and the name of the person you met with.

- **Strategic Communication Writing in the Wild:** To receive credit, students will need to find examples of a news story, news release, feature story and social media post for the same company, preferably on the same topic. To receive credit, students should assemble a document with: a) a news release, b) corresponding news story, c) a social media post from the news outlet or company mentioning the topic, and d) a feature story (or blog post) about the topic or a related topic.

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. However, illness and unexpected obligations do occur. The attendance policy for this class is to allow two excused absences. **Because Communication 2321 is a hybrid class that only meets once a week in person, it is important to attend class. If a student misses more than two classes, they risk losing participation points, which may lower your overall grade.** If you need to miss class due to sickness or other excused absences, please get notes from a classmate 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 may meet virtually via CarmenZoom during our regularly scheduled time. I will share any updates via Carmen Announcement.

Using Generative Artificial Intelligence

Generative artificial intelligence tools such CoPilot or ChatGPT 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. Students are responsible for the accuracy and quality of the results used via AI. AI transparency is also valued; students should be clear about when AI is being used and may be asked to share prompts, conversations or results.

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.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-48.7 (B)). For additional information, see the Code of Student Conduct.

If I suspect 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.

Disability Services

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

If you are ill and need to miss class, including if you are staying home and away from others while experiencing symptoms of a viral infection or fever, please let me know immediately. In cases where illness interacts with an underlying medical condition, please consult with Student Life Disability Services to request reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Religious Accommodations

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.

A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the Civil Rights Compliance Office. (Policy: Religious Holidays, Holy Days and Observances)

Intellectual Diversity

Ohio State is committed to fostering a culture of open inquiry and intellectual diversity within the classroom. This course will cover a range of information and may include discussions or debates about controversial issues, beliefs, or policies. Any such discussions and debates are intended to support understanding of the approved curriculum and relevant course objectives rather than promote any specific point of view. Students will be assessed on principles applicable to the field of study and the content covered in the course. Preparing students for citizenship includes helping them develop critical thinking skills that will allow them to reach their own conclusions regarding complex or controversial matters.

Mental Health

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 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

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 Civil Rights Compliance Office:

- Online reporting form at <http://civilrights.osu.edu/>,
- Call 614-247-5838 or TTY 614-688-8605,
- Or Email civilrights@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 Civil Rights Compliance Office 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.

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 Monda Student Resource Center in the Younkin Success Center (1640 Neil Ave, Columbus, Ohio). Check the website or call for current hours.

Course Overview (Subject to Change)

	Topic	In-Class	Application
Week 1 8/27	Course Introduction	<ul style="list-style-type: none"> - Syllabus + Policies - Defining Strategic Communication 	Writing Application 1: Personal Brand Read: Chapter 1, Sections 1, 2 Quiz 1: Strategic Communication
Week 2 9/3	PR Writing	<ul style="list-style-type: none"> - Associated Press Style - Grammar and Spelling - Forms of PR writing 	Writing Application 2: Workplace Readiness Read: Ch. 2, Section 9 Quiz 2: PR Writing
	News Writing		
Week 3 9/10	Newswriting + Interviewing	<ul style="list-style-type: none"> - Foundations of Newswriting - Interviewing Skills 	Writing Application 3: Topics Read: Ch. 5, Sections 24, 25 Quiz 3: Newswriting
Week 4 9/17	News Value	<ul style="list-style-type: none"> - What is news? - Understanding the different types of News Values 	Writing Application 4: News Story Outline Read: Ch. 4 all sections Quiz 4: News Value
Week 5 9/24	Structuring Your News Story	<ul style="list-style-type: none"> - Primary vs. Secondary Sources - Citing Sources - Lead Styles - Headlines 	Writing Application 5: Quotes and Sources Read: Ch. 5, Sections 23, 27, 28 Quiz 5: Sources
Week 6 10/1	No In-Person Class	<ul style="list-style-type: none"> - Asynchronous Class 	Writing Application 6: News Story Due Read: Chapter 5, Section 29 Quiz 6: Sources
	PR Writing		
Week 7 10/8	Guest Speaker	<ul style="list-style-type: none"> - Agency versus corporate PR - PR Writing 	Writing Application 7: Key Messaging Read: NO READING Quiz 7: AP Style Quiz
Week 8 10/15	News Releases	<ul style="list-style-type: none"> - News release structure - Reverse pyramid - Quotes and sources 	Writing Application 8: News Release Read: Ch 8, Sections 44, 45, 46, 47, 48 Quiz 8: News Releases
Week 9 10/22	Media Kits	<ul style="list-style-type: none"> - Purpose of a Media Kit - Components - Backgrounders and Fact Sheets - Biographies 	Writing Application 9: Media Pitch Read: Ch. 9, Sections 51, 52, 53 Quiz 9: Working with Journalists
Week 10 10/29	Working with Reporters	<ul style="list-style-type: none"> - Working with journalists - Writing a media pitch - Choosing a Call to Action (CTA) 	Writing Application 10: Media Kit Due Read: Ch. 8, Section 49 Quiz 10: Press Kits
	Feature Writing		

Week 11 11/5	Feature Writing	<ul style="list-style-type: none"> - Feature writing versus news writing - Creative hooks and leads 	Writing Application 11: Feature Story Outline Read: Ch. 6, Sections 32, 33, 34, 35, 36 Quiz 11: Feature Stories
Week 12 11/12	Feature Writing	<ul style="list-style-type: none"> - Peer reviews 	Writing Application 12: Peer Revisions
Week 13 11/19	Guest Speaker	<ul style="list-style-type: none"> - Ethics in PR and AI - Trademarks and Copyright - Libel and Slander 	Writing Application 13: Feature Story Due
Week 14 11/26	Thanksgiving Break - No Classes	Study for final exam	Study for Final Exam
Week 15 12/3	Final Exam	The Final Exam will be given 12/3 from 2:20 - 3:40 p.m.	
Week 16 12/10	<i>End of Semester - No Class</i>	<i>Enjoy your Winter Break!</i>	<i>Make sure all assignments have been turned in</i>