

SYLLABUS: COMM 2331 STRATEGIC COMMUNICATION PRINCIPLES AUTUMN 2020

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Office hours Zoom links and passwords in the Office Hours page on Carmen

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Course catalog description

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. GE soc sci indivs and groups course.

Course description, learning goals, and 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 should be able to have a broad overview of the strategic communication and

advertising industries, basic practices, and associated social and ethical issues. Specifically students will have:

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

General Education This course fulfills the Arts & Sciences General Education (GE) course requirements of category B. Social Science, and subcategory (1) Individuals and Groups. The GE goals and expected learning outcomes for this class are: Students understand the systematic study of human behavior and cognition; the structure of human societies, cultures, and institutions; and the processes by which individuals, groups, and societies interact, communicate, and use human, natural, and economic resources.

Expected Learning Outcomes about Individuals and Groups:

- Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.
- Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.
- Students comprehend and assess individual and group values and their importance in social problem solving and policy-making.

Mode of delivery

This course will be presented fully online. It will be in an asynchronous format with no required in-person or live meetings. Optional live exam reviews will be conducted via CarmenZoom with recordings will be available by the next day.

How this course works

- A new module will open in the Modules by Sunday morning of each week.
- The module will open with all contents for the week and any they may be completed at any time prior to the posted due dates.

- Make sure you visit the module at the beginning of each week to read the Weekly Overview for announcements, updates and a to-do list for each week.

Course materials

Required

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(2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11thEdition). New York: 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). After that date, no refunds will be available.

Grading and faculty response

Grading

This course is divided into three sections. Each section will include at least 2 learning quizzes and discussions, 1 case study and 1 exam. The lowest score for your quizzes, discussions and exams will be dropped. The first two sections are longer, as they include more information to expose you to the materials. These sections will each include a short paper.

Assignment Overview and Descriptions

Assignment Type	Points for each	Frequency	Total Points
Learning Quizzes	5	10 *	40
Learning Discussions	10	9 *	80
Short Papers	50	3	150
Exams	100	4*	300
Points total			570

*Lowest score(s) in this category will be dropped at the end of the semester.

Assignments

Unless otherwise posted, assignments are due each Saturday at 11:59 p.m.

Discussion posts

Weekly discussions are intended to help students draw connections between themes and topics for the week. Points are awarded for the initial post (5 points) and responses to two peers in your group (2.5 points each)

Initial posts are due every Saturday at 11:59 p.m. EST. Excellent initial posts will have a minimum of two paragraphs that thoroughly addresses the entire prompt. Excellent work will also use citations from readings and lectures to provide evidence.

Response posts to two group members are due the following Tuesday at 11:59 p.m. Excellent work provides a direct response specifically addressing the insights in the peer's post in at least one paragraph. The lowest score will be dropped at the end of the semester.

Learning Quizzes

Weekly reading quizzes provide a low-stakes opportunity to quiz the student's knowledge of the materials presented that week. Every student will have three opportunities to attempt each quiz. Quizzes will be five questions each and timed at fifteen minutes for each attempt. Multiple choice and true/false questions will be pulled from a question bank. Although students may attempt the quiz multiple times, students will likely see a different set of questions on each attempt. Quizzes will open when the module opens and close each Saturday at 11:59 p.m. The two lowest scores will be dropped at the end of the semester.

SWOT Analysis

The SWOT Analysis assignment allows students to assess the Strengths, Weaknesses, Opportunities and Threats of an organization. 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.

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 will identify elements such as branding, sources, audience, structure, and strategy. Students will then provide an evaluation of the effectiveness of this campaign.

Press Release

The press release assignment provides students with the opportunity to practice a common strategic communication practice. Students will be provided with the information and tools to write a fictional press release for a strategic communication campaign.

Exams

There will be four exams this semester and the lowest score will be dropped. Questions will be multiple choice and true/false format with a focus on application of the materials. Proctorio will be used to proctor the exams and each student will get one timed attempt.

Exams 1-3 will be open for a 24 hour period. Exam 4 will be open for 48 hours to help students who may have multiple final exams on one day.

Late assignments

Policy for assignments

- Quizzes and exams are open for a duration of time and the window in Carmen will close. The quiz or exam will not be re-opened unless University or medical documentation is provided.
- Discussions will be eligible for partial credit if the initial post is late but the responses are on time. At the response due date, the board will close and will not be re-opened. Students unable to participate in the discussion should follow the makeup procedure listed below and request an alternate assignment.
- Written assignments will be assigned early and expected to be turned in (and fully uploaded) on time at 11:59 p.m. EDT/EST. At midnight, a 20% deduction will apply. There will be a 20% deduction for every hour the submission is late. No submissions will be accepted after 5 hours without University or medical documentation. It may take some time for your file to upload. Please plan accordingly.

Makeup request

Makeups should be requested prior to the due date, even if documentation has not yet been obtained. As these assignments are due late in the evening, the instructor may not be able to respond to last minute requests for makeup. Please contact the instructor and TA as soon as you know a makeup will be necessary.

Providing documentation

Please do not send photos or videos as proof of your illness or injury. I often read student emails while eating at my desk or enjoying my coffee. Photos of this nature do not aid digestion.

If you are escorting a friend or family member to an appointment/ urgent care/ emergency room visit, please request a caretaker or companion excuse note from the facility. This should be requested at the time of the appointment and should be provided to you at no charge.

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.

C-REP (Communication Research Experience Program) Research Credits: All students enrolled in COMM 2331 may participate in the Communication Research Experience Program ("C-REP"). 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 two hours of C-REP research studies, OR
- Completing two C-REP alternative written assignments, OR
- Completing a combined total of two hours 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 Olivia Bullock at bullock.181@osu.edu.

Attendance, participation, and discussions

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. Please expect to spend just as much time engaging with this class as you would an in-person course. The following is a summary of everyone's expected participation:

- **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: 1x per week minimum by Monday of each week:**

A new module will be released each week 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 are **REQUIRED** to view this by Monday evening at the latest to be sure you aren't missing anything for the week.

- **Viewing lectures:**

All lectures for this course are pre-recorded and will be posted to Carmen at the opening of each 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:**

We are available to help you to learn, understand, and grow as individuals. Office hours are digital via Carmen Zoom. Due to the COVID-19 pandemic, no in-person meetings will be held. Our offices are not large enough to properly maintain social distancing.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-10 days**.

E-mail

I will reply to e-mails within **24 hours on school days**.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. The instructor and TA both work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, please use APA style. For online sources, be sure to include a link.)

Encouraging an optimal learning experience

Previous distance learning courses have provided insights from students on how to improve the learning experience and optimize outcomes. Here are a few tips from previous students to encourage your success in this online course:

- Students kept up with the Schedule and assignment due dates.
- Students made sure they had access to a reliable internet connection.
- Students had access to at least one reliable device and a backup plan in case of a technological issue.
- Students have made plans to back up work. OSU provides free access to data storage through [BuckeyeBox](#) and [Microsoft One Drive](#).
- Students reported that completing assigned readings before viewing lectures (or attending synchronous lectures) helped them to be prepared to follow along with lectures and participate in discussions.
- Students scheduled time to complete activities at a steady pace during the week. Keeping a schedule prevented a last minute rush and kept the workload manageable.
- Students approached the material by thinking about the connections between readings, lectures, and assignments.
- Students followed the instructor's preference for camera and microphone settings during online synchronous meetings.

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:**
 - 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). 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.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](#)
- **Secured Media Library**
 - Some of the videos for this course will be posted in the University's Secured Media Library. The link will be posted on the class Carmen page and you will be automatically directed to the correct video.
 - [Secured Media Library](#) help guide
- **Carmen Zoom:**
 - Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
 - [Carmen Zoom](#) help guide
- **Proctorio:**
 - Proctorio, an online proctoring tool, will be used during this course for our exams. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you **must be over 18 years of age**.

Additionally, the tool has **limitations in its accessibility for students reliant upon screen readers and keyboard navigation**. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.

- Proctorio offers free [24/7 student support](#) through web chat or email.
- **Turnitin:**
 - Students at The Ohio State University are accountable for the integrity of the work they submit. Therefore, you should be familiar with the guidelines provided by the [Committee on Academic Misconduct \(COAM\)](#) and [Section A of OSU's Code of Student Conduct](#) in order 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 [Section A of OSU's Code of Student Conduct](#) as appropriate. For more information about Turnitin, please see [the vendor's guide for students](#). Note that submitted final papers become part of the OSU database.
 - **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
 - **Phone:** 614-688-HELP (4357)
 - **Email:** 8help@osu.edu
 - **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products [free of charge](#). To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Other course policies

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. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

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

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Interim Ohio State Title IX Coordinator, Molly Peirano, at titleix@osu.edu

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 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)

COVID-19 and Illness Policies

Student illness or absence

If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

Instructor illness or absence

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.

Academic integrity policy

Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be 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.

- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

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.

Course schedule (tentative)

Week	Dates	Topics	Reading or Media	Deadlines
1	8/25-8/29	Introduction and Welcome	Ch 1	Syllabus Quiz
2	8/30-9/6	IMC/ Branding, Positioning and Target Marketing	Ch2	Quiz and Discussion
3	9/7- 9/12	Persuasion Industries/ SWOT Analysis	Ch 3 Film: "The Persuaders"	Quiz and Discussion
4	9/13-9/19	Research and Evaluation	Ch 18	SWOT Analysis Paper
5	9/20-9/26	Social Ethical Economic Aspects	Ch 20, 21 Film: "Consuming Kids"	Quiz and Discussion
6	9/27-10/3	Exam Review / Exam 1	Exam Review Study Guide	Exam 1 (10/2)
7	10/4-10/10	Consumer Decision Making/ Communication Processes	Ch 4, 5	Quiz and Discussion
8	10/11-10/17	Audience Behavior	Ch 4, 5	Quiz and Discussion
9	10/18-10/24	Source/ Channel Message	Ch 6	Quiz and Discussion
10	10/25-10/31	Creative Message Design	Ch 8,9	Ad Strategy Paper
11	11/1-11/7	Product Placement/ Branded Entertainment	Ham, Park & Park (2017) Film: "The Greatest Movie Ever Sold"	Quiz and Discussion
12	11/8-11/14	Exam Review/ Exam 2	Exam Review Study Guide	Exam 2 (11/13)

13	11/15-11/21	PR and Corporate Advertising/ Media Plan	PRSA Website (links provided in Carmen) Film: "The PR Function"	Quiz and Discussion
14	11/22-11/28	Digital and Social Media Marketing	Ch 15 Film: "Generation Like"	Quiz and Discussion Assigned (see holiday schedule in module)
15	11/29-12/5	Digital and Social Media Marketing/ Exam Review/ Exam 3	Exam Review Study Guide	Quiz and Discussion Due Press Release Due Exam 3 (12/4)
Finals		Final Exam Open 12/9 at 12:00 a.m. EST and closes 12/10 at 11:59 p.m. EST		