



# STRATEGIC COMMUNICATION

## COMM 2331 | SUMMER 2020

### Instructor

**Course Instructor: Rebecca Frazer, M.P.A.**

Email address: [frazer.39@osu.edu](mailto:frazer.39@osu.edu)

Virtual Office Hours: Thursdays 9 AM – 11 AM EDT or by appointment.

Zoom link for office hours: <https://osu.zoom.us/j/981198162>

**Teaching Assistant: Sophie Kjaervik, M.A.**

Email address: [kjaervik.1@osu.edu](mailto:kjaervik.1@osu.edu)

Virtual Office Hours: Tuesdays 10:30 – 12:30 EDT or by appointment.

Zoom link for office hours: <https://osu.zoom.us/j/98697611940>

### Course description

The role of strategic communication in business, including basic principles of integrated marketing, theory, and ethical standards. Prerequisite: Not open to students with credit for 431. GE Social Science: Individuals and Groups course.

### Course learning outcomes

This course introduces students to the general field of strategic communication from a business perspective, with an emphasis on integrated marketing communications, message design, and advertising. The course is a basic survey course that covers a wide-range of theory, practice, and research methods associated with strategic communication. By the end of the course, students 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.

## Required Textbook

There is one required text for this course that should be available from the book store:

**Belch, G. & Belch, M (2017).** *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11<sup>th</sup> Edition)\*. New York: McGraw Hill

\*Previous editions are available for discounted prices, but may not contain 100% of the material covered in this course.

(Note: You can rent an eBook of this textbook through VitalSource for a discounted price: visit <https://www.vitalsource.com/referral?term=9781259900266> for information.)

## 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 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](https://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 from me.**

### Carmen Zoom

- Office hours will be held through Ohio State's conferencing platform, CarmenZoom.
- Students should use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within CarmenZoom for the student to live chat with the professor or TA in the virtual office hours room.
- Help guides on the use of CarmenZoom can be found at <https://resourcecenter.odee.osu.edu/carmenzoom/get-help-carmenzoom>

### Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen
- Checking and responding to your OSU email

### Necessary equipment

- Computer: current Mac or PC with high-speed internet connection

### Necessary software

- Word processor with the ability to save files under .doc, .docx, or .pdf.
- 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](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

## Grading

Assignment/Category	Points/ Percent of Total Grade
<b>Quizzes</b> Open note/book. Available on Carmen. <b>6</b> total (6 points each), with the lowest score dropped.	30/30%
<b>Discussions</b> Available on Carmen. <b>6</b> total (2 points each) with the lowest score dropped.	10/10%
<b>Analysis Briefs</b> Turned in on Carmen. <b>5</b> total (10 points each) with the lowest score dropped.	40/40%
<b>Final Paper</b> Turned in on Carmen.	20/20%
<b>C-REP Research Participation (Optional)</b>	Extra Credit (up to 2/2%)
<b>Total</b>	100/100%

## 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

## Assignment Summaries

*These are simply summaries; more precise assignment instructions and grading guidelines will be posted in Carmen. See course schedule, below, for due dates.*

**Quizzes:** The quizzes will be available for the week as listed on the course schedule. Once started, there will be a set time limit to complete each quiz. Each quiz will cover material from assigned lectures, videos, and readings since the prior quiz. You are welcome to have notes and the book available to you, but due to the time limit, it will be impossible to do well on these quizzes without having previously studied the materials covered. Each quiz will be multiple choice, true/false, and/or short answer format. The lowest quiz score of the term will be dropped from your final grade.

**Discussions:** Each discussion will take place in the Carmen discussion boards and will focus on information from the lectures and readings for the assigned week. The discussion will include clear directions for posting and responding for the week in order to receive full credit. The lowest discussion score of the term will be dropped from your final grade.

**Analysis Briefs:** Students will complete five total Analysis Briefs throughout the course (see the course schedule for due dates and topics). These short written assignments (< 3 pages) will aid students in understanding and connecting with course materials. Each assignment provides students with a chance to gain practical experience with strategic communication practices. Assignments will all be double-spaced in 12 point font with 1 inch margins. Assignment details will be posted in Carmen under the module of the week the brief is due. The lowest analysis brief score of the term will be dropped from your final grade.

**Final Paper:** Students will write a full campaign analysis (5 to 6 pages, double-spaced, 12 point font, 1 inch margins) of a past or existing strategic communication campaign, analyzing each part of the campaign and applying course principals to evaluate the campaign's success. Students will be assessed on the ability to synthesize each of the required elements, conduct independent research, and present these findings as a strategic communicator. Successful completion of this assignment will demonstrate student ability to meet all three GE learning objectives for this course. Assignment details will be posted in Carmen under the final week module.

**C-REP (Communication Research Experience Program) Research Credits (Optional):** All students enrolled in COMM 2331 may participate in the Communication Research Experience Program (“C-REP”) for extra credit. C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. Participation can take the form of:

- Completing three hours of C-REP research studies, OR
- Completing three C-REP alternative written assignments, OR
- Completing a combined total of three hours of research studies and alternative writing assignments.

Extra credit will be rewarded in proportion to the number of C-REP credits completed, up to the course maximum of 3 C-REP credits, which will result in the maximum award of 2 bonus points (2%) added to your total course grade.

Information on enrolling in CREP will be posted as an announcement in our Carmen course within the first 2 weeks of the semester. You should NOT wait until the last minute to sign up for participation. It is wise to complete this aspect of the course requirements as early as possible, when demands on your time are the lightest. Please direct any questions regarding C-REP to Shannon Poulsen at [poulsen.6@osu.edu](mailto:poulsen.6@osu.edu).

## Course schedule (tentative)

\*\*\*Consult the Carmen weekly modules for due dates, assignment details and additional readings\*\*\*

Week	Dates	Topics, Readings, Assignments
1	5/13-5/16	<b>Topic:</b> Introduction to Class; Introduction to Integrated Marketing Communications <b>Assigned Reading:</b> Syllabus (Carmen), Chapters 1 and 2 (Textbook) <b>Due:</b> Discussion 1
2	5/17-5/23	<b>Topic:</b> Knowing Your Audience and Consumer Behavior <b>Assigned Reading:</b> Chapters 4 and 5 (Textbook) <b>Due:</b> Quiz 1; Analysis Brief 1 (SWOT Analysis)
3	5/24-5/30	<b>Topic:</b> Message Interference; Budgeting and Objectives <b>Reading:</b> Chapter 6 (Textbook); Additional Reading (See Carmen) <b>Due:</b> Quiz 2; Discussion 2
4	5/31-6/6	<b>Topic:</b> Planning and Development <b>Reading:</b> Chapters 7 and 8 (Textbook) <b>Due:</b> Analysis Brief 2 (Target Audience Analysis)

5	6/7-6/13	<b>Topic:</b> Implementation and Evaluation; Networking <b>Reading:</b> Chapter 9 (Textbook); Additional Reading (See Carmen) <b>Due:</b> Discussion 3; Quiz 3
6	6/14-6/20	<b>Topic:</b> Media Planning and Strategy <b>Reading:</b> Chapter 10 (Textbook); Additional Reading (See Carmen) <b>Due:</b> Analysis Brief 3 (Media Comparison)
7	6/21-6/27	<b>Topic:</b> Public Relations: Strategy and Tools <b>Reading:</b> Chapter 17 (Textbook); Additional Reading (See Carmen) <b>Due:</b> Discussion 4; Quiz 4
8	6/28-7/4	<b>Topic:</b> Public Relations: Media Relations and Crisis Planning <b>Reading:</b> Additional Reading (See Carmen) <b>Due:</b> Analysis Brief 4 (Crisis Communication Analysis)
9	7/5-7/11	<b>Topic:</b> Traditional Media Formats <b>Reading:</b> Chapters 11-14 (See Carmen for page numbers—we won't read it all) <b>Due:</b> Discussion 5; Quiz 5
10	7/12-7/18	<b>Topic:</b> Internet and Social Media <b>Reading:</b> Chapter 15; Additional Reading (See Carmen) <b>Due:</b> Analysis Brief 5 (Social Media Case Study)
11	7/19-7/25	<b>Topic:</b> [To Be Announced] <b>Reading:</b> [To Be Announced] <b>Due:</b> Discussion 6; Quiz 6
12	7/26-7/31	<b>Topic:</b> Assignment of Final Paper (Full Campaign Analysis) <b>Reading:</b> [None: complete the course evaluation!] <b>Due:</b> Final Paper (Full Campaign Analysis)

## Syllabus Changes

This syllabus is subject to change. I will notify the class regarding all changes.

## Submitting Assignments

All electronic files **must** be submitted **to Carmen**, in word (.doc, .docx) or .pdf format, by the assigned deadline unless otherwise stated.

**\*\*\*NOTE: Only assignments submitted**

- 1) through Carmen AND**
- 2) before the assigned deadline AND**
- 3) in .doc, .docx, or PDF file format**

**will be accepted and graded! All assignments not conforming to the above guidelines will be given a grade of 0.\*\*\***

Submissions emailed to the instructor or TA will not be graded, nor will we respond to these emails. **It is your responsibility to NOT wait until the last minute** to finish assignments, in order to avoid technical problems such as spotty internet connections, computer crashes, etc. that may interfere with timely submission.

The only exceptions to the above policy that will be considered are:

- 1) Extraordinary circumstances cleared with the instructor at least 48 hours prior to the assignment deadline (i.e., funeral attendance, required work travel to an area without internet access) OR
- 2) Crisis/emergency situations (i.e., sudden and serious illness/injury, death of a close friend or family member, natural disaster) demonstrated to the instructor with documentation no more than 1 week after the missed deadline.

**While computer crashes, WIFI disruptions, relational issues, minor illnesses, travel, etc. can certainly be stressful and disruptive, these situations are sadly an inevitable part of life and do not constitute extraordinary or crisis/emergency circumstances.** Finish your assignments well before the deadline in order to avoid your grade being impacted by such unexpected situations that may arise.

## Accessibility accommodations for students with disabilities

**The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.**

## Attendance, participation, and discussions

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

### View the Lecture Videos:

Lectures will be either voiceover Powerpoint presentations or recorded videos (available through YouTube or Mediasite links in Carmen). You are expected to watch each assigned lecture video in its entirety and take notes. Please make certain you have a strong internet connection for watching the lectures.

### Read the Assigned Readings:

Each week will feature assigned readings from our textbook and/or alternate sources posted in Carmen. You are expected to read the assigned readings in their entirety and take notes.

### View Weekly Carmen Modules and Complete the Assignments:

Each week of this course has its own Carmen module (see the "modules" tab in Carmen), where the expectations for the week are clearly listed (you can also see a summary below in the course calendar). Be sure to consult the Carmen module for each week, read the assignment descriptions carefully, and complete the assignments for that week by their respective deadlines.

### Reach Out to Your Instructor or TA with Questions:

Your instructor and TA are here to help you learn and grow in this course, and we'd love to connect with you during office hours (or by appointment)! Office hours are digital via Carmen Zoom. You are also welcome to send emails with questions; if we think a meeting would be best to fully answer your question, we'll let you know.

## Academic integrity policy

**Academic Misconduct:** Cheating and plagiarism in any form will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3325-23-04) defines academic misconduct as "any activity that tends to compromise the academic integrity of the University, or subvert the educational process" (p. 2). Examples of academic misconduct included, but are not limited to, plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination.

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/>.

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 (COAM). If COAM determines you have violated the University's *Code of Student Conduct*, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact me or visit <http://oaa.osu.edu/coam/home.html>.



## Instructor 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 quizzes and discussions, you can expect your grades to be posted with **1-7 days**.

For analysis briefs and the final paper, you can generally expect feedback within **7-14 days**.

### E-mail

We will reply to e-mails within **48 hours on school days**. If you do not receive a reply from us in this time frame, please send a second email.

## 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 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, list at least the title and page numbers. For online sources, include a link.)

## 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 Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto: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](http://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 / National: 800-273-8255); or text (4hope to 741741); or at [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org).