

Comm445— Strategic Communication Campaigns  
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<https://glucomm445summ2018.home.blog/>

### Course Goals

Advertising, public relations, direct marketing, sales promotion, special events – each of these elements of the strategic communication mix play an important role in a cluttered media environment. Alone, they each possess persuasive brawn. When coordinated to interact with one another, however, they have a much more potent impact in the market place. In this course we will examine the concept of strategic communication; the communication tools that can be used to implement strategic campaigns; and the practice of developing client-based strategic plans.

To accomplish these goals, we will look at many examples of strategic campaigns. We will read academic analyses of marketing and communication, and most of our class discussions will be devoted to these readings. We will practice analyzing strategic campaigns and strategic marketing communication decisions. And, we will work to create a strategic campaign plan for a real-world client.

This course is fundamentally one in which you as students will explore these issues; the instructor's role is to guide the discussion. Thus you should expect to read, write, and talk a lot in this course.

### Course Outcomes

This course will introduce students to concepts of strategic communication campaigns. This course will present the conceptual foundations, principles, and practices on which strategic communication is grounded. At the conclusion of this course, students should:

- Understand the concept of strategic communication
- Understand the importance of strategic planning for campaigns
- Understand the communication tools that can be used to implement strategic campaigns
- Be stronger advocates for evidence-based strategic communication

## **COURSE POLICIES**

### Required Readings

Readings will be posted to Blackboard & the class webpage (<https://glucomm445summ2018.home.blog/>). You will be responsible for accessing and reading these articles the evening before they are due.

Three case studies. Read and come to class ready to discuss and debate.

You should also be reading Fast Company daily online [www.FastCompany.com](http://www.FastCompany.com), and will be required to complete article reviews from this trade magazine.

You will also be expected at various times to look at scientific journals, newspapers and magazines, the World Wide Web, television, the mail, newspapers, retail stores and any place else where we can find elements of the marketing communication mix. Some readings may be distributed in class; you are responsible for learning what happened on any day that you miss.

### Special Needs

Students with special learning needs are encouraged to discuss accommodation needs with me early in the semester. Student may be asked to contact the Disability Resource Center to determine academic accommodations (852-6938).

### Academic Dishonesty

Any student caught cheating in any way will receive **a zero for the semester**. Cheating includes but is not limited to glancing at another student's exam, using unauthorized materials during an exam, handing in written work produced by someone else, plagiarism, helping someone else cheat, collaborating excessively with another person and claiming the work as your own (i.e., handing in a paper/presentation/homework write-up that is the same as someone else's in the class), etc.

- Be aware that assignments identified as "individual assignments" in this syllabus should be completed on one's own. That is, the final product that you hand in must be written in your own words. If the paper/presentation/homework write-up that you hand in is the same as someone else's in the class, I will conclude that cheating has occurred and award all students involved a Zero for the assignment.
- Cheating includes talking and discussing answers to the reading quiz questions at the beginning of class, as well as using technology to check your answers to the questions. Reading quizzes are to be completed individually using paper and pencil only. There will be no talking while others are working during this time.
- Plagiarism includes cutting and pasting directly from a published research paper without including a proper citation (i.e., quotation marks, plus the authors' last names and the year of publication in parentheses). A few assignments in this class require you to read published research papers and use the information in these papers to substantiate your own claims. Please be sure to properly cite the original article if you need to directly quote the article in your document.

For further information, please see the Code of Student Rights and Responsibilities, Section 5, available at <http://louisville.edu/dos/policiesprocedures/student-rights-and-responsibilities-1-1.html>.

Further, the university has adopted plagiarism prevention software known as SafeAssign, available through Blackboard. This course is one in which I will use the SafeAssign software. For a more specific description of plagiarism, consult Section 5-E of the Code of Student Rights and Responsibilities. Plagiarism should be avoided not only because it is seriously penalized but also because it shortchanges your opportunities for academic and professional development. Proper use of sources by using appropriate academic conventions is one of the important standards I expect you to maintain and further develop in this course. If you have any doubts about plagiarism, ask me.

From the University Catalog: "Instructors may use a range of strategies (including plagiarism-prevention software at the university) to compare student works with private and public information resources in order to identify possible plagiarism and academic dishonesty. Comparisons of student works may require submitting a copy of the original work to the plagiarism-prevention service. The service may retain that copy in some circumstances. Academic units or programs may establish a more rigorous standard of review or consent, which will be noted in the relevant guidelines."

\*\*\* Please note that SafeAssign requires that your computer be set to accept cookies

\*\*\*If you are submitting a document with images, the images must not exceed 2MB or the submission may fail.

**I take plagiarism very seriously and will check all assignments for this issue.** I do expect that some of your text will be identified as matching a source, as you may use direct quotations in your work from time to time. However, you should be careful not to use too many direct quotes. In fact, I do not allow more than 1 direct quote within every 2 pages. For example, a 10 page paper may contain a maximum of 5 direct quotes. Any information taken directly from a source should be placed in quotation marks and reference the page number from which it was taken.

\*\*\* You can find additional information about citing sources appropriately on Blackboard under the "External Links" option in the navigation menu.

The on-line writing lab from Purdue University is a good source on avoiding plagiarism [www.owl.english.purdue.edu](http://www.owl.english.purdue.edu)

### Submitting Assignments

All assignments must be completed and turned in on or before the date assigned. Because this is an accelerated course and I will need to return graded work within a short amount of time, if you fail to turn in an assignment on time you will lose two letter grades for each day (including weekend days) it is late. Unless otherwise stated, assignments are always due at the beginning of class.

**If an assignment is turned in after class has started, I will consider it late and deduct the appropriate number of points from your final grade.** Assignments that are more than two (2) days late will not be accepted and will receive a grade of ZERO. All written assignments must be typed (12 pt. Times New Roman font and 1" margins).

You are responsible for any announcements concerning changes in due dates, schedules, and/or regular or supplemental readings. Some assignments will be submitted in person during class, while others will be submitted through email or Blackboard on-line. The list below outlines how each assignment should be submitted:

- **Submit in class:** Fast Company Article reviews and Good/Ugly reviews
- **Submit via email:** The first case study paper
- **Submit on-line through Blackboard:** Case study papers #2-4 and Group Project written plan

NOTE: For assignments due on-line I will always give you a time when an assignment is due (e.g., Friday by 5:00pm).

All written assignments must be typed in MS Word. When handing in online assignments, use the following file naming convention:

Last name-first initial\_Aug2018\_assignment description

*Example: Della-L\_Aug2018\_case study1*

NOTE: If you experience technical difficulties uploading to SafeAssign, you must contact me via email to report the problem before the stated time by which the assignment is due to avoid your assignment being counted as late.

### Cell Phones

Turn down your cell phones when you enter the classroom unless you have prior approval from me. Please try to refrain from texting, social media, or accessing the web during class unless we are discussing something specific on the Internet for our class discussions. Being on your phone at times that are unrelated to our course activities can be distracting to me and your fellow classmates. If your phone rings or you are texting/surfing the Internet during class and I have to remind you of the class policy, your professionalism grade will suffer. I reserve the right to ask you to hand your phone over to me for the remainder of the class in the case of repeated offenses.

### Class Start & Breaks

I will come to class on time and prepared, and I expect the same of you. Please do not disrupt the class by coming in late. Students who interrupt class by coming in late more than once will be penalized professionalism points, with repeat offenses increasingly penalized. I will restart class after a break at a stated time. Students who do not return by the stated time will be considered late and will be penalized professionalism points accordingly.

## **COURSE REQUIREMENTS AND GRADING**

Your work in this course will be assessed in a variety of ways: discussion leadership, case studies, preparation and class participation, and an applied group project. Specific due dates are given in the schedule. Be aware that some due dates, assignments, and grading weights may change as the course evolves over the semester. All assignments are required.

- Professionalism – includes attendance, reading quiz scores, class preparation and participation (50pts.)
- Discussion Leader – partner presentation (50pts)
- 3 Case Studies – individual paper (20pts each)
- 4 Fast Company articles – individual reviews (5pts each)
- 4 Good/Ugly collateral – individuals reviews (5pts each)
- Class Project – written group plan (100pts), oral group presentation (50pts), peer assessment of group collaboration (50pts)

### Professionalism Score

Your professionalism score will be composed of a combination of elements. The components of the professionalism grade include: 1) class attendance, 2) participation in class discussions (including case study discussions), 3) preparation for class (in the form of reading assigned articles and preparing Fast Company and good/ugly reviews), and 4) reading quizzes. Please note that I reserve the right to adjust a professionalism grade up or down, based on an individual student's participation, enthusiasm, and attitude toward the course

You should come to class prepared to discuss the assigned readings. Your contributions to the class will increase the understanding and retention of the class material for you and your classmates. I will be listening for cohesive comments, critiques, and arguments during class meetings. Thus, you must make intelligent and thoughtful comments to earn the full range of points allotted for professionalism. I will be monitoring the quality of your comments and well as the quantity. It is important that you listen closely to discussion and ask questions or volunteer answers that are insightful, provide contrasts, draw on your experience, or assist in moving the discussion along toward a shared understanding.

Attendance is expected at each class period. Yes, I do take attendance, and I'm a stickler about timeliness. Don't be late. If you arrive after 1 hour of class without a valid excuse, a penalty of -5 points will be applied to your "attendance/participation" scores for each subsequent hour of unexcused absence. In other words, from the 2nd hour of unexcused absence on, you will LOSE FIVE (5) points per each occurrence. Valid excuses of an absence

include those listed on the following page:

- a university-sanctioned absence (e.g., intercollegiate athletic competition, debate contests, student government congresses),
- a serious illness (Please note: getting the flu or a cold, having a doctor's appointment, etc. do not count as a serious illness), or
- a death in the immediate family (i.e., parents, siblings, children, or grandparents).

You must bring authenticated written proof of such incidences to me either 1) prior to your absence, if you will be missing class due to a university-sanctioned activity, or 2) on your first day back to class, if you missed class due to a serious illness or death in the immediate family. I reserve the right to request **a copy of the obituary notice before excusing an absence.**

Please be sure to come to class and arrive on time. You will learn more and your final grade will be higher. In addition, there will be in-class exercises throughout the semester. If you are not in class you cannot receive credit for the in-class exercises.

**I will not give make-ups for any in-class exercises missed. Do not walk in late and expect extra time to complete a reading quiz or other activity occurring at the beginning of class. You must be present to earn these points!** These points will comprise part of your professionalism grade.

### Grading Scale

We have a total of 400 possible points. The grading scale is as follows:

386 - 400 points	A+
372 - 385	A
358 - 371	A-
346 - 357	B+
332 - 345	B
318 - 331	B-
306 - 317	C+
292 - 305	C
278 - 291	C-
266 - 277	D+
252 - 265	D
238 - 251	D-
237 or fewer	F

## TENTATIVE COURSE SCHEDULE

Class	Class Topics	Readings Due*	Assignments Due
1	Course overview Introduction to strategic communication		
2	Cornerstones of marketing communication (Discussion leaders)	Fill Ch. 1 & 2	- Fast Company Review (5pts) - <b>Discussion Leader Presentation (50pts)</b>
3	Case discussion & overview of the product lifecycle	IKEA Case Berry & Seltzman article	- Fast Company Article Review (5pts)
4	Product verses service provider & Formative research	Yankelovitch & Meer article Fill Ch. 10	- Fast Company Article Review (5pts) - <b>Case Study Write up (due by 7:30am via email) (20pts)</b>
5	Positioning & the Creative Brief	Blakeman Ch. 4 Fill Ch. 6	- Fast Company Article Review (5pts)
			- <b>Draft of creative strategy (due by 10:00am via email)</b> should include SWOT analysis, audience segmentation, target audience selection/rationale/profile, SMART objectives, and creative brief
6	Message development, mass media & direct marketing	Blakeman Ch. 13 Fill Ch. 26	
7	Case Study Discussion & Public Relations	Dannon Case Blakeman Ch. 9 Sullivan article	- Good/Ugly review of direct marketing communication (5pts)
8	Consumer promotions & B2B Strategic Comm Tools	Raghubir, Inman & Grande article	- Good/Ugly review of public relations communication (5pts) - <b>Dannon Case Study Write up (due by 7:30am via BB) (20pts)</b>
9	Case Study Discussion & Digital Mobile communication	BuzzAgent Case Kaikati & Kaikati article Gesky Ch. 17	- Good/Ugly review of consumer promotions communication (5pts)
10	Final Class Project Presentations		- Good/Ugly review of digital/mobile marketing communication (5pts) - <b>Group Project presentations (50pts)</b>
			- <b>BuzzAgent Case Study write up (due by 1:00pm via BB) (20pts)</b>
			- <b>Final written group plans (100pts) &amp; Group collaboration reports (50pts) (due by 5:00pm online)</b>

\* Please Note: Any of the assigned readings constitute possible reading quiz material