

Communication 637 – Public Communication Campaigns – Spring 2009

Course information:

Call Number – 05617-2
M & W 10:30 a.m. – 12:18 p.m.
DB 0080

Instructor:

Dr. Natalie Boyne
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Office: 3105 Derby Hall
Office phone: 614.292.6132
Office Hours: M & W 12:30 to 2:30 p.m. and
by appointment

Course Introduction and Objectives: The purpose of this course is to apply strategic communication management techniques to campaign development. Students will work in teams throughout the quarter to develop a campaign for a real world client. Campaigns for the client will include extensive research, planning, execution and evaluation elements and will culminate with an oral presentation to the class and client.

In this course you will work in teams, which will require you to:

- Develop in-depth understanding of client's needs
- Research and prepare a comprehensive campaign proposal to address client's goals and/or problems
- Design and develop media products as needed for above
- Formally present the proposal and media products for the client, fellow students, and interested community members

Course texts: *Strategic Planning for Public Relations 2nd Edition*, Ronald D. Smith, Lawrence Erlbaum Associates, 2005 (Required); *The Associated Press Stylebook and Briefing on Media Law*, any edition after 2004 (Recommended). Additional readings will be posted to the course site on Carmen throughout the quarter.

Please note: Cell phones are to be turned off and put somewhere out of sight prior to coming into the classroom. You will be asked to leave the class if talking, texting, gaming, or taking pictures at anytime in the classroom (including group work time). Your final grade will be dropped one full letter grade for each offense. If you need to know the time, wear a watch. If you are awaiting a call or message that is so urgent it requires constant monitoring of your phone, perhaps you should not be in class at all. If this is a problem for you, please consider visiting OSU's Counseling and Consultation Services: <http://www.ccs.ohio-state.edu/>. If you use a laptop to take notes, please sit in the back row to avoid distracting classmates seated around you.

Grading and Requirements:

Group project – Section 1 – 20 points
Group project – Section 2 – 20 points
Group project – Final plan – 40 points
Group project – Oral presentation – 20 points
Group evaluation – 15 points
2 in-class quizzes – 15 points each
Take home research assignment – 15 points
Terms worksheet – 25 points
Participation and attendance – 15 points
Total: 200 points

Grades: Your grade is not something that I “give” to you; it is something that you earn. Performance in this course is evaluated on a 200-point scale. You will earn your grade according to your performance on the above requirements. Because a large focus of this class involves working in a group, you will evaluate each group member and they will evaluate you after each assignment is completed. (*Please note: you will only receive half credit for group projects if your average evaluation is 2 or below.*)

Final grades will be assigned as follows:

200+ to 186 = A	173 to 166 = B	153 to 146 = C	129 to 125 = D
185 to 180 = A-	164 to 160 = B-	145 to 140 = C-	124 to 120 = D-
179 to 174 = B+	159 to 154 = C+	139 to 130 = D+	119 = E

Quizzes: In-class quizzes are designed to help you keep up with the required readings. They are multiple-choice completed via scan-tron.

Take home research assignment: The take home research assignment consists of examining academic journal articles relevant to the group project. Each student is responsible for this assignment independently. Details will be provided closer to the due date.

Terms worksheet: Consists of 200 terms every marketing communications practitioner should know. Your assignment will be to define each of those terms as they relate to the practice of public relations or marketing communications.

Participation and attendance: You will have an opportunity to meet with your group at the end of every class period. As such, it is imperative that you attend every class. It is unfair to expect your group to make decisions and assign tasks without you and to take time away from group meetings to get you up to speed when you return. Points will be deducted after three unexcused absences. Chronic tardiness is also subject to a loss of points.

Absent/Late Policy: In the professional world, if you miss a day of work then your “earned income” or paycheck suffers. In this class, if you miss class then your earned points or grade will suffer. It is understood, however, that “things happen”. In an effort to be fair to all students there are only two “things” that warrant an excused absence – illness and death in the family. I understand that hangovers can be brutal and break-ups with significant others can be tough. As adults, it is up to you to determine if these things are worthy of losing points for a class. If they are, then take responsibility for your decision and accept a lower grade. Please do not squabble with your instructor about making up work or quizzes.

You are expected to take quizzes when scheduled and to turn in all assignments on the scheduled due date. If you miss a quiz or assignment due date for some legitimate reason (e.g., illness, death in the family), you are expected, if at all possible, to notify me (via phone or e-mail), of your situation prior to missing a scheduled test or assignment. If, for some legitimate reason, you are not able to contact any of me prior to missing a test or assignment due date, you must do so within one day after the missed scheduled test or assignment due date. Note that unless you are unconscious, kidnapped, incarcerated, or similarly incapacitated there is no excuse for not contacting me within one day of missing a deadline.

- Under NO circumstances will assignments be accepted via e-mail unless explicitly stated otherwise.
- All late assignments will be penalized by one-half letter grade (e.g. A- to B+) if not turned in with the class and one full letter grade for each day it is late (this includes weekend days).
- If you are absent the day an assignment is discussed, it is your responsibility to come see me in my office for the assignment. I will not e-mail it to you.
- If you are absent the day an assignment is handed back, it is your responsibility to pick up your assignment from my office. I will not bring it with me to class.

Athletes and Employed Students: Athletes and students with jobs will be held to the same standards as any other student - no more, no less. If practice, competition, or work presents a conflict with a quiz, for example, you should ask to take the quiz early, just as would be the case if any other personal event conflicted with your responsibilities to this class. If sport or work is going to present a consistent conflict with your ability to attend or perform in this course you should see me immediately so that we can discuss the situation.

Tentative Nature of this Syllabus: This syllabus represents a contract in the works. Events that transpire over the quarter may require me to modify the administration of the course and therefore the syllabus. In the event that I need to modify the syllabus, I will announce the modification in class, via e-mail (using your OSU e-mail address only) and/or on the Carmen site. It is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

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 practice in connection with examinations. I will report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-31-02). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

Students with Special Needs: If you require accommodations based on the impact of a disability, you should contact me to arrange an appointment as soon as possible. At the appointment we can discuss the course format, anticipate your needs, and explore potential accommodations. I am strictly required by the University to make all such accommodations through the Office for Disability Services: <http://www.ods.ohio-state.edu/>
In fact, I am forbidden to address any alleged disability without their oversight. So if you have an issue of this nature that you wish to have taken into account, and you have not done so already, I encourage you to contact the ODS at the website listed above or at 614-292-3307. The ODS is in room 150 Pomerene Hall.

COM 637 – SP09
Daily schedule (Subject to change)

Week			Topics	Readings	Assignments
1	M	3/30	Course introduction; Terms Worksheet Assignment distributed		
	W	4/1	Introduction to campaign plans; Client overview – The Lantern	Smith pp. 2-13; Resources on Carmen	
2	M	4/6	Situation analysis; Working in groups; Assignment of groups	Smith pp. 15-41	
	W	4/8	Situation analysis, cont'd; Research; Research assignment discussed	Smith pp. 42-66 & 259-299	
3	M	4/13	Meet the client*		
	W	4/15	Research	Smith pp. 42-66 & 259-299	
4	M	4/20	Goal statement and problem statement	Smith pp. 67-81	Research assignment due
	W	4/22	Objectives and strategies; Tactics	Smith pp.82-116; Smith pp. 155-216	Section 1 due; Peer evaluation 1 due
5	M	4/27	Communication theories	Smith pp. 117-154	Quiz 1
	W	4/29	Group meetings* (Section 1 returned); Communication theories, cont'd		
6	M	5/4	OST work session		
	W	5/6	Implementation	Smith pp. 217- 234	
7	M	5/11	Evaluation and Results	Smith pp. 235- 258	
	W	5/13	Putting it all together – ethics, client relations and business etiquette		Section 2 due; Peer evaluation 2 due
8	M	5/18	Group presentation expectations/tips		Quiz 2
	W	5/20	Section 2 returned*		
9	M	5/25	No classes; Memorial Day		
	W	5/27	Group meetings		Terms worksheet due
10	M	6/1	Group presentations/Final projects due*		
	W	6/3	Group presentations/Final projects due*		Final peer evaluation due

*All group members must be present. This is NOT an optional attendance day. Absences from these days are subject to loss of all participation/attendance points.