Term Information

Effective Term   Autumn 2020

General Information

Course Bulletin Listing/Subject Area   Communication
Fiscal Unit/Academic Org   School Of Communication - D0744
College/Academic Group   Arts and Sciences
Level/Career   Undergraduate
Course Number/Catalog   3188
Course Title   The PRactice Experience
Transcript Abbreviation   PRactice Exp
Course Description   Students will obtain first-hand experience as to how a real communication agency works with multiple deadlines and deliverables. From strategic communication research to content creation to delivery to evaluation, the course will produce opportunities to learn more about elements of the account process and work with real clients.
Semester Credit Hours/Units   Variable: Min 1 Max 3

Offering Information

Length Of Course   14 Week, 12 Week, 8 Week, 7 Week
Flexibly Scheduled Course   Never
Does any section of this course have a distance education component?   No
Grading Basis   Satisfactory/Unsatisfactory
Repeatable   Yes
Allow Multiple Enrollments in Term   Yes
Max Credit Hours/Units Allowed   6
Max Completions Allowed   6
Course Components   Independent Study
Grade Roster Component   Independent Study
Credit Available by Exam   No
Admission Condition Course   No
Off Campus   Never
Campus of Offering   Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites   Prereq: Permission of instructor.
Exclusions
Electronically Enforced   Yes

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code   09.0900
Subsidy Level   Baccalaureate Course

Intended Rank   Junior, Senior

Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- Understand the strategic communication planning process, structure, and workflow in an agency setting.
- Utilize research, objectives, programming and evaluation of communication campaigns in a real deadline-driven setting.
- Instill an understanding and appreciation for the personal traits that define success in account services within agencies.
- Learn how to think through common communication and client management problems.
- Build skills for working with all members of a communication team, both internally and externally.
- Write and produce various strategic communication pieces depending on which topic area of specialization (research, social media marketing, content creation) the student selects.

Content Topic List

- Research and Analysis: Strategic Planning, Focus Groups, Brand Audits, Consumer Research, Focus Group Creation, PESTEL Analysis, Porter's 5 Forces, and Analytics Reports
- Social Media Marketing: Social Media Content Strategy Organization, Content Calendar Creation A/B Testing, Search Engine Optimization, Ad Copywriting, Media Buying, Social Video Creation, and Livestreaming.
- Content Creation: Media List Creation, Media Pith Development, Press Release Writing, Op Ed Writing, Backgrounders, Proposal Writing, Press Event Planning, and Crowdsourcing.

Sought Concurrence   No

Attachments

- PRactice Syllabus_11.5_DF (1).docx: Proposed course syllabus

  (Syllabus. Owner: Butte,Kylie M.)

- Communication Curriculum Map updated August 2019.docx: Curriculum Map

  (Other Supporting Documentation. Owner: Butte,Kylie M.)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Butte,Kylie M.	11/13/2019 11:09 AM	Submitted for Approval
Approved	Slater,Michael D	11/13/2019 11:36 AM	Unit Approval
Approved	Haddad,Deborah Moore	11/13/2019 01:48 PM	College Approval
Pending Approval	Jenkins,Mary Ellen Bigler Hanlin,Deborah Kay Oldroyd,Shelby Quinn Vankeerbergen,Bernadette Chantal	11/13/2019 01:48 PM	ASCCAO Approval

The PRactice Experience
COMM 3188
Autumn 2020

Meeting Times: Wednesday from 5-6 p.m.
Instructor: Dan Farkas
Telephone: 614-668-8921 (cell)
E-mail: farkas.88@osu.edu
Twitter: @danfarkas
Office: Journalism 325
Office hours: Monday and Wednesday from 12-2. Special appointments can also be made to accommodate any student needs.

Course Description

Successful strategic communicators must understand every part of the communication process. In this course, students will work as team members for the student-run public relations firm, the PRactice (osuthepractice.com). Students will help PRactice accounts meet the needs of paying and pro-bono client needs with professional-quality work.

This course is a variable and repeatable credit course (1-3 credits per term, 6 credits total.) Students will work with the instructor to produce an individual plan for the topic, and work will be accomplished for the number of credits taken, with one credit commensurate with three hours of PRactice academic work per week.

Students will build on fundamental research, writing, editing and planning skills already acquired inside and outside the classroom. As a variable credit course, students will specialize in one of three specific areas of strategic communication as students work with a specific client, with the opportunity to retake the course to focus on other topics in following semesters. The three areas are:

- Research and Analysis
- Social Media Marketing
- Content Creation

Students will obtain first-hand experience as to how a real communication agency works with multiple deadlines and deliverables. From research to creation to delivery to evaluation, the course will produce opportunities to learn more about elements of the account process.

By the end of this course, students will expand upon their learning to:

1. Understand the strategic communication planning process, structure, and workflow in an agency setting.
2. Utilize research, objectives, programming and evaluation of communication campaigns in a real deadline-driven setting.
3. Instill an understanding and appreciation for the personal traits that define success in account services within agencies.
4. Learn how to think through common communication and client management problems.
5. Build skills for working with all members of a communication team, both internally and externally.
6. Write and produce various strategic communication pieces depending on which topic area of specialization (research, social media marketing, content creation) the student selects.

Course Format

For every academic credit hour, students should assume three hours of work per week.

Students will attend the weekly PRactice meeting. The meeting typically includes workshops that engage in key activities of public relations work within an agency setting, team reviews, and occasional guest speakers. The meeting will also review and discuss outside work expectations for the following week.

Outside work beyond the PRactice meeting will typically include client and group discussions (either live or in person), strategic communication content creation, content revision, content dissemination, and analytics. The type of content created is dependent on the student's specialization choice. Students will meet with the professor within the first two weeks of class to mutually agree upon an activity plan outside of class. Based on what area students select, skills could include, but not be limited to:

- **Research and Analysis** Strategic Planning, Focus Groups, Brand Audits, Consumer Research, Focus Group Creation, PESTEL Analysis, Porter's 5 Forces, and Analytics Reports
- **Social Media Marketing** Social Media Content Strategy Organization, Content Calendar Creation A/B Testing, Search Engine Optimization, Ad Copywriting, Media Buying, Social Video Creation, and Livestreaming.
- **Content Creation** Media List Creation, Media Pith Development, Press Release Writing, Op Ed Writing, Backgrounders, Proposal Writing, Press Event Planning, and Crowdsourcing

Texts: Recommended:

- Davis, C. and Dickinson, D. (2016) *The Advertising and PR Account Management Workshop: Learning the Skills, Tools, and Craft of Contemporary Account Management* Irvine: Melvin & Leigh. ISBN-10: 0997308435

Assignments

Every student enrolled will have the following assignments:

- Course Plan: Students and the instructor will arrive at a plan for completing work for the credits taken. For every credit in which a student is enrolled, the student must complete one of the written projects listed in the assignments section.
- Final Portfolio: This document will highlight the work that took place during the semester and how it met listed key performance indicators outlined in the course plan. It will also highlight recommendations for the client moving forward. The project length will be between 5-7 pages per credit hour.

Students will choose among three topic areas and activities, depending upon how many credits taken:

Research and Analytics: Students will work with the faculty to mutually agree upon which of these projects best fits client needs.

Brand Essence: The brand essence explains a company's perception in the marketplace and how it differs from the perception of those working for the brand.

Consumer Profile: The consumer profile dives into target audiences, analyzing the population, segments, psychographics, and media habits.

Social Audit: A social media audit helps clarify a brand's place in highlighted social media channels, identifying potential opportunities and points of emphasis for further content creation

PESTEL: The PESTEL looks at political, economic, social, technological, environmental, and legal issues that might impact a brand's future.

Porter's Five Forces: This examines brand relationships and dynamics, seeing how the power of buyers, suppliers, and competitors can impact a brand or industry in the future.

Content Creation: Students will work with the faculty to mutually agree upon which of these projects best fits client needs.

Media/Influencer Lists: One of the most common frustrations of journalists, bloggers, and influences is receiving pitches that don't pertain to their work, industry, or beat. The media/influencer list will enable students to use current media monitoring services to identify outlets, journalists, and influencers who can help spread the content message created in the PESO kit.

PESO Kit: This kit will show how someone can take strategic messaging and turn it into paid, earned, shared, and owned media. The PESO kit will give students a chance to create custom content for clients based on the client's specific needs and the student's area of interest.

White Paper: This paper is a chance to highlight industry trends and how they might impact a client. Students will have a chance to showcase elite account planning, putting together research and concise, yet thorough, copy that mixes words and visuals to help clients understand emerging communication trends.

Social Media Marketing: Students will work with the faculty to mutually agree upon which of these projects best fits client needs.

Strategy: This paper highlights content buckets, shared purpose, conversation styles, and collaborative partners to improve the probability that social media content will reach its intended audience.

Content Calendar: This document highlights how to deploy buckets, A/B test best practices, and automate content deployment.

Blog Funnel: This marketing identifies problems, solutions, and why a client might be the best solution available, linking multiple posts together to help clients have an SEO friendly story available online.

Submitted Work Format (MANDATORY)

Unless otherwise noted, assignments will follow this format: Arial font, 12 point, single-spaced, double-spaced between paragraphs, black text color. All assignments should be submitted online through Carmen.

Grading (S/U)

This is S/U course. Students will receive either a satisfactory or unsatisfactory grade. In every assignment you turn in, I will evaluate written materials on their conciseness, thoroughness, thoughtfulness, logic, and persuasion.

This class adheres to AP Style. Misspellings, fact errors, poor sentence construction, grammar, and style mistakes will have the following consequences.

- Proofreading matters. Ideal assignments will have 0-1 grammatical and style errors. Satisfactory work will have 2-4 errors. Unsatisfactory work will have 5 or more errors.
- Structure matters. Ideal assignments will have 0 structural issues. This includes content development, logic flaws, lack of research, or other structural issues. Satisfactory work will have 1 structural issue. Unsatisfactory work will have 2 or more errors.
- Any misspelling of a name will result in an automatic U for the assignment.

Attendance

Attendance is taken every class. Students with three or more unexcused absences will receive an unsatisfactory grade.

As presented in the university's "Academic Policies and Procedures," university-excused absences include "illness, death in the immediate family, religious observance, jury duty, and involvement in University—sponsored activities." Discuss any situation with the instructor, and every effort will be made to assist in this requirement.

Let me stress this again. If there's an issue with health, work or family, please let me know once the problem arises, not after the fact.

Late Work, Missing Work, Make-ups and Extension Requests

Work must be submitted by the assigned deadline. Please contact me in advance regarding an extension for an extreme circumstance like family illness or death. Work two days late (weekends included) will automatically receive an unsatisfactory grade.

Cheating and Plagiarism

Don't. This class is about creating original work. Many of you will work with organizations that have established content. You can't submit that content as your own.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized

collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

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. If COAM determines that you violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. For additional information, see the Code of Student Conduct (http://studentconduct.osu.edu/page.asp?id=1) and with "Ten Suggestions for Preserving Academic Integrity" (http://oaa.osu.edu/coamtensuggestions.html).

Classroom Etiquette

You're spending thousands of dollars to take this class. Please be responsible with your time and respectful of others. I reserve the right to dismiss you from class if you distract others. Using technology in class for non-class activities is considered a distraction.

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

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 ; 614- 292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

Tentative Schedule

Week	Suggested Topics	Graded Assignments	Suggested Reading
Weeks 1-2: August 26 and Sept. 2 Understanding Role and Responsibilities Within a Strategic Communication Agency Setting	The Goal, Solving Communication Problems Reaching Diverse Audiences	Produce a course plan prior to the start of the semester. Due Sept 2 at 5 p.m.	
Weeks 3-6: Sept 9 Sept. 16 Sept. 23 Sept 30 Understanding How Agencies Work Internally and How To Effectively Work Within a Diverse Department	Managing Time Sheets Profit Management and Optimization How Consumer Profiles Help PR Plans Why Media Relations Is Crucial to PR How to Create Social Media Content Calendars		Davis Entry Level 1-4
Weeks 7-9: Oct. 7 Oct. 14 Oct. 21	Communication Project Planning Do's and Don'ts The Importance of Influencer Identification and Tools To Create Better Lists	Status Update due Oct. 14 at 5 p.m.	Davis Intermediate 5-7

Starting the Communication Process Specifically Related To Your Area of Interest	Ways To Define a Brand Essence How Backgrounders Can Educate Journalists Ways To Test Social Media Content		
Weeks 10-11 Oct. 28 Nov 4 Nurturing Strategy Into Content That Aligns with Agency and Client Goals	Integrating paid, earned, owned, and shared media into content creation Reviewing How Global Factors Impact Local PR Work Identifying Social Influencers	Status Update due Nov 4. At 5 p.m.	Davis 12-15
Weeks 12-15 Nov. 18 Nov. 25 Dec. 2 Dec. 9 Understanding Evaluation Techniques and Developing Next Steps for Client and Agency Growth	Campaign Evaluation Techniques, Case Studies, and Project Preparation	Final Project due Wednesday, December 9, 2020 at 11: 59 p.m. (ALL)	Davis 16-20

Communication
Curriculum map, indicating how program goals are accomplished via specific courses.

Program learning goals

Goal 1. Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.
Goal 2. Students are competent in practicing communication.
Goal 3. Students are sufficiently trained and prepared to get jobs in the field of communication.

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		Basic
Research Methods			
3160(H), 3163, 3165		Intermediate	Advanced
Core Requirements			
Strategic Comm			
2321	Basic		
2331		Advanced	Intermediate
2367(H)	Basic	Intermediate	
3325	Intermediate	Intermediate	
4337			Advanced
New Media & Comm Tech			
2367(H)	Basic	Intermediate	
2540	Basic		
3545	Intermediate	Basic	
3554	Advanced		
Comm Analysis & Practice			
2110	Basic		
2367(H)	Basic	Intermediate	
3440		Intermediate	
3620	Basic	Basic	
Sub-Plan Electives			
Strategic Comm (9 cr. Req.)			
3330(H)		Intermediate	
3331		Advanced	Advanced
3333		Intermediate	
3334		Intermediate	
3345	Advanced		
3444	Advanced		Intermediate
3628	Advanced	Intermediate	
3668			Intermediate
4558		Advanced	Advanced
4737		Intermediate	Advanced
4820(H)	Advanced		Advanced

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Sub-Plan Electives			
New Media & Comm Tech			
2511 (or outside Credit in Visual Design)	Intermediate	Intermediate	Basic
Other specialization (6 cr. Req.)			
3513	Intermediate		
4554	Intermediate	Intermediate	Intermediate
4557	Intermediate		Intermediate
4558		Advanced	Advanced
4665	Intermediate	Intermediate	
4738	Intermediate		Intermediate

Comm Analysis & Practice
N/A as CAP has elective clusters (see below)

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Special Topic Electives			
Strat Comm (3 cr. req.)			
2131	Intermediate	Advanced	Basic
2511	Intermediate	Intermediate	Basic
3332	Intermediate		Intermediate
3415	Basic	Intermediate	Intermediate
4190		Intermed/Advanced	Advanced
4191		Intermed/Advanced	Advanced
4445	Advanced		Intermediate
4554	Intermediate	Intermediate	Intermediate
4556	Advanced		Intermediate
4635	Advanced		Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
New Media & Comm Tech			
(9 cr. from one track)			
Track 1:			
4191		Intermed/Advanced	Advanced
4511	Advanced	Advanced	Advanced
4555	Advanced	Advanced	
4557	Advanced	Advanced	Intermediate
4665	Intermediate	Intermediate	
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced
CS&E 2123		Advanced	Intermediate
Psych 3310	Intermediate		
Psych 3312	Intermediate	Intermediate	
Psych 5620			Intermediate

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation

Special Topic Electives

New Media & Comm Tech
(9 cr. from one track)
Track 2:

Course	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
4191		Intermed/Advanced	Advanced
4556	Advanced	Advanced	Advanced
4557		Advanced	Advanced
4665	Intermediate	Intermediate	
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced
BusMHR 3100		Advanced	Intermediate
BusM&L 3150		Advanced	Intermediate
CS&E 2123		Advanced	Intermediate

Comm Analysis & Practice
(18 cr. req.)

Course	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
3332	Advanced		Intermediate
3402	Intermediate		
3404(H)	Advanced	Intermediate	Intermediate
3413	Intermediate		
3415	Basic	Intermediate	Intermediate
3450	Intermediate	Basic	Basic
3466	Intermediate		
3624	Intermediate		
3628		Intermediate	Intermediate
3629	Intermediate	Intermediate	
3662		Intermediate	Intermediate
3667	Intermediate	Intermediate	
3668	Intermediate		
4240(H)		Basic	
4401	Intermediate		Basic
4445	Advanced	Intermediate	
4600		Intermediate	Intermediate
4635		Intermediate	Intermediate
4665	Intermediate	Intermediate	
4736		Intermediate	Intermediate
4737		Intermediate	Advanced
4738		Intermediate	Advanced
4814		Intermediate	Advanced
4820(H)		Intermediate	Advanced
4853.01		Intermediate	Advanced
4853.02		Intermediate	Advanced
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced