

# Strategic Communication Campaigns

Spring 2015

JMC:5238:OEXA/OEXW

Tuesday 5:30 to 8:00 p.m.

January 20 to May 12, 2013

**Instructor:** Amy Jo Reimer-Myers

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Online Course: <https://uiowa.zoom.us/j/646693145>

**Office:** Suite 110, The University of Iowa, John and Mary Pappajohn Education Center, 1200 Grand Ave, Des Moines, IA.

**Course Location and Room:** Online and in the Des Moines, University of Iowa, John and Mary Pappajohn Education Center located at 1200 Grand Avenue, Room 228.

**Office hours:** Monday 1:30 to 4:30 p.m. or by appointment

## Course Description:

The purpose of this course is to develop a strategic communication campaign. This class will begin with a review of advertising, marketing communications, and public relations practices. The course focus will then study consumer behavior, media, media segmentation and the creative process. Students will learn how to select a unique combination of communication tools (advertising, public relations, social media, sales promotion, special events and sponsorship) to best communicate their campaign messages and reach their target consumers.

Each student will select a client (either real or hypothetical). Each student will serve as the communications firm and determine all the necessary campaign elements. Students will establish a budget that will accommodate the campaign's objectives. Each student will develop advertising creative story boards or videos, media placement recommendations, strategic promotions, social media messages and public relations efforts. All students will present their strategic campaign to the class at the completion of the semester. Those students, who have selected a client, may invite the client to the final presentation. The end result will be a new professional portfolio addition and the experience of planning strategic campaigns for the future.

## Course Materials:

**Book:** William F. Arens, Michael F. Weigold, Christian Arens, “**Contemporary Advertising and Integrated Marketing Communications,**” New York, McGraw Hill, 2013

## **Course Objectives:**

By the end of the semester, you will be able to:

- a) Develop a strategic communication campaign
- b) Write a situation analysis and executive summary
- c) Analyze the competition and condition of the marketplace
- d) Understand the consumer behavioral research and apply that knowledge to the successful outcome of a campaign
- e) Develop clear objectives and tactics which will affect the desired results
- f) Develop a creative strategy and interpret that creative message in a variety of media
- g) Work within a budget
- h) Select the most effective media to fit your objectives, research and budget
- i) Develop sales promotions, special events and branding to complement the campaign
- j) Dynamically present “sell” the campaign

## **Course Requirements:**

Students are expected to attend classes regularly, participate in class discussion, and submit all assignments on time. Late submission of assignments will be penalized, as outlined below. See Late Submission Policy in the syllabus.

### **Assignments:**

Grades will be comprised of the following assignments:

- 1) Attendance and class participation affect your grade. Total points will be awarded at the end of the semester. Each week we will begin our class with real world communication campaign examples: advertising, public relations, special event and social media campaigns. Each student will need to come prepared with an example to discuss with the class. Each student will also be assigned a partner who will be responsible for facilitating the discussion and initiating several questions about the situation presented. Participation by everyone in the class is an essential element of your grade. All students will participate, and may be called on at random. The purpose of this exercise will be to explore the global marketplace and foster our group conversation. This participation is worth 10% of your grade.**

2) **In class assignments.** There may be times throughout the semester, when you will be asked to write a report within the class period. These assignments have been designed to help you analyze campaigns, understand the target market of the campaign, what media has been selected, and how message is communicated. Each assignment is worth one third of your grade.

a. **Campaign Analysis paper and discussion:**

This assignment should be a 2 -3 page document to summarize the following:

1. Target market profile. Describe your customer(s) in detail
  2. Campaign message and positioning statement – The Big Idea
  3. Campaign objectives and tactics
- b. **Client Proposal Letter.** After selecting your campaign client, write a letter (proposal) to your new client, thanking them for the opportunity. Your letter should articulate your campaign objectives by outlining the target audiences, suggesting the goal for the campaign, and some general creative ideas for the campaign.
- c. **Test:** There will be one. It will be assigned during class and you will be given time to respond. The test may not be announced. You will be able to use the web and those in the Des Moines classroom, can use the laptops in the classroom. Everyone will deposit their test into the drop box on ICON at the end of class time.
- d. **TBD – based on the general progression of the course and understand of the materials presented. Optional 5%**

**3) Social Media and Public Relations Assignment**

The purpose of this paper is to concentrate on two unique aspects of your client's campaign: the social media needs and a public relations plan. This report will address both. **10%**

**4) Situation Analysis. 10%**

This document will include an analysis of the most essential aspects of your client's product/service/company/brand, to date. Your document will address:

- a) The industry
- b) The company
- c) The consumer
- d) The product or service
- e) Sales
- f) The market
- g) The competition
- h) Previous promotion (advertising, public relations, promotional sales promotion).

- i) Any additional aspects which have affected outcomes: geography, seasonality, or environmental challenges
- j) Previous budget

This document should be a concisely crafted, clearly stating: who, what, where and why; the product/service/company/brand is in the current position. It is the launching point for your campaign.

We will also take time in class to discuss each situation analysis. The purpose of this discuss will be to share information, gather feedback, validate campaign plan and survey the class for ideas and suggestions. Your presentation and participation will also count in your grade.

**5) Campaign presentation.** Each class member will be given 30 minutes to make a campaign presentation. **20%**

**6) Campaign portfolio.** Campaign portfolios will present all the campaign materials created: advertisements, story boards, promotional materials, public relations plans, press releases; special events, timeline, media budget plans and for some, recorded radio spots, website designs, etc. **25%**

## Reading schedule and outline

January 20: Arens, Chapters 1 -2 – IBM Case

January 27: Arens, Chapters 3- 4

Client Selection

February 3: Arens, Chapter 5

Client Proposal Letter

February 10: Arens, Chapter 6

February 17: Arens, Chapter 7

Campaign Analysis Done in Class

February 24: Arens, Chapter 8

March 3: Arens, Chapter 9

March 10: Arens, Chapter 10

### Spring Break

March 24: Arens, Chapter 11 – 12

March 31: Arens, Chapter 13 – 14 Social Media and Public Relations Paper Due

Student media selection discussion. What media will you be using in your presentation, specifically the type (images, videos (YouTube), audio, other digital formats and storyboards, etc.

April 7: Arens, Chapter 15 Situation Analysis Due

April 14: Arens, Chapter 16

April 21: Arens, Chapter 17 - 18

April 28: **All Written Presentations Due**  
**First round of Oral Presentations**

May 5: **Oral Presentations**

Grading and grade scale:

A: 92-100

A-: 90-91

B+: 89

B: 82-88

B-: 80-81

C+: 79

Etc.

## **Attendance and participation:**

You are expected to attend class regularly. Attendance will be checked each class period. I will need to know if you are going to miss a class prior to the class. All work must be turned in on time, regardless of whether you are in class or not. Not only are you required to be present for each class you are also expected to actively participate in class discussions. Everyone will be expected to respect all classmates' opinions.

## **Course Policies:**

**Expectations:** Class periods will be used for lecture and discussion related to the course. **Some** of your work will be completed inside of our class time. The CLAS student workload guidelines advise that each semester hour of class should entail around two hours each week of outside preparation for the average student. This means that a three semester hour course like this one, students should expect 8 hours of outside work per week on average, for a total of 12 hours including class time.

### **In- class behavior:**

It goes without saying that you are expected to behave in a professional manner throughout the course with your instructors and peers. This includes:

- a. coming to class on time and not leaving early;
- b. turning off your cell phone or putting it on silent/vibrate;
- c. **refraining from the use of the computer for purposes other than the course. This means not checking Face book, e-mail, Twitter, texting, etc. during class.**

If you think a grading mistake has been made, please make an appointment with me to discuss it.

### **Late Submission Policy:**

All assignments have firm due dates. No extensions will be given unless there are extenuating circumstances. In unique cases, if you have spoken with me before an assignment is due, I will consider other arrangements. Assignments turned in late will be marked down a letter grade for every day the assignment is late. Therefore, papers that would have earned an A or 100 to 95 percent, if they would have been turned in on time, would be graded a B or between 90 – 85 percent, after being late one day, and a C between 79 – 75 percent for two days, etc.

### **Language and style in graded work:**

We are in the journalism school, so spelling, grammar, clarity and style, and punctuation are part of your paper grades. I cannot stress enough the importance of good writing. Writing skills are transferable to any field of work/study and will always be beneficial to you regardless of your professional plans for the future.

### **Online communication:**

I am happy to answer any e-mails with questions, comments or concerns. However, they should be sent through your Hawk e-mail account and I will respond only to that account, as outlined in the CLAS policy. I will respond to your e-mail in a timely manner (within 24 – 48 hours). On weekends, e-mail responses might be slower. I expect to see proper e-mail etiquette. Please use professional netiquette when you are emailing me

I do not consider Face book an appropriate place to interact with students; therefore I do not accept students' friend requests there. This is a blanket policy for all and is not an indication of my attitude towards a particular person. However, you can connect with me on LinkedIn.

### **Resources for Students**

Students will find the Writing Center and the Speaking Center very useful for this course; the Tutor Iowa site is also very valuable for students seeking extra help:

Writing Center: <http://www.uiowa.edu/~writingc/>

Speaking Center: <http://clas.uiowa.edu/rhetoric/for-students/speaking-center>

Tutor Iowa: <http://tutor.uiowa.edu/>

## ***Administrative Home***

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at <http://clas.uiowa.edu/students/handbook>.

## ***Electronic Communication***

University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences ([Operations Manual, III.15.2](#), k.11).

## ***Accommodations for Disabilities***

A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. See <http://sds.studentlife.uiowa.edu/> for more information.

## ***Academic Honesty***

All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's [Code of Academic Honesty](#): "I pledge to do my own academic work and to excel to the best of my abilities, upholding the [IOWA Challenge](#). I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled ([CLAS Academic Policies Handbook](#)).

## ***CLAS Final Examination Policies***

The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. **No exams of any kind are allowed during the last week of classes.** All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

## ***Making a Suggestion or a Complaint***

Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS [Academic Policies Handbook](#)).

## ***Understanding Sexual Harassment***

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](#) for assistance, definitions, and the full University policy.

## ***Reacting Safely to Severe Weather***

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more

information on Hawk Alert and the siren warning system, visit the [Department of Public Safety website](#).