

# Intro to Strategic Communication: Comm 342-50 (Online) Summer 2016

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I will usually reply within 24 hours except weekends/holidays.  
If you do not receive a reply, assume I did not receive your message.

## INTRODUCTION

Strategic Communication (StratComm) is the systematic planning and implementation of deliberate communication messages through the most suitable media and tactics to the designated audience(s) at the appropriate time—with the goal of contributing to and achieving desired long-term objectives. This course will explore the many forms of persuasive communication in corporate, non-profit and agency settings and the many audiences addressed. Content includes campaign elements (advertising, public relations, sales promotion, direct marketing and databases and Internet) and is designed to showcase the communication elements and processes that carry out and drive organizational objectives.

## PREREQUISITE

Introduction to Communication (COMM 201) ... please note you may not get credit for this class and the former Introduction to Advertising or Introduction to Public Relations.

## FORMAT

This course is designed in five units. With the exception of weekly discussion forums, you may complete assignments and quizzes anytime within the unit.

## TEXT

Decide which text format is best for you (paperback purchase, paperback rental or etext). Do not buy the international version. Purchase from bookstores near campus or order online. For the best price online, visit: <http://www.dealoz.com/>. If you order by mail, order early! Clow & Baack (2016) *Integrated Advertising, Promotion and Marketing Communication*, 7<sup>th</sup> Edition. Prentice Hall: Pearson Education. ISBN-13: 978-0133866339, ISBN-10: 0133866335.

**STUDENT TECHNOLOGY GUIDE** (for Blackboard) compliments of The Delphi Center. <http://louisville.edu/delphi/blackboard/help/students/getting-started.html> answers questions regarding UofL's online technologies. You can also learn about additional plug-ins and/or free software for your Bb course. A "plug-in" is a program that will allow you to view or play multimedia content in Bb courses. Basic computer knowledge (Word, email, etc.) required.

## DISABILITY RESOURCE CENTER

The University of Louisville is committed to equal opportunity for all academically qualified students and does not discriminate based on disability. The mission of the Disability Resource Center (DRC) is to coordinate services that ensure that individuals with disabilities have equal access to take full advantage of the University's educational, social and cultural opportunities. Contact: Disability Resource Center, Stevenson Hall, Louisville, KY 40292; (502) 852-6938 phone; (502) 852-0924 fax; <http://louisville.edu/disability/>

## ACADEMIC SUPPORT

Comprehensive information about **REACH** services and programs can be found by visiting [www.reach.louisville.edu](http://www.reach.louisville.edu). In addition, connect to UofL's **Online Learning Community** through the online learning tab at the top right of the Bb site or from the button listing at the left. **Distance Learning Library Services** now offer live chat to ask questions and obtain assistance in research, database searching, requesting items, etc. <http://louisville.libguides.com/guide-online-comm>; If a staff member is not available email your question to [dlls@louisville.edu](mailto:dlls@louisville.edu)

**TRIO Student Support Services (SSS)** is an academic retention program located on the Belknap Campus in Davidson 106. The program is designed to assist first-generation, low-income and/or students with disabilities toward the successful completion of their postsecondary education. For more info about SSS, call 502-852-1406.

## LEARNING OUTCOMES

At the conclusion of the course, you will:

- identify and successfully employ the tools of strategic communication
- describe the foundations of persuasion that provide the framework for strategic communication campaigns
- evaluate strategic communication tools used to achieve measurable results and help organizations achieve their objectives
- demonstrate the problem-solving process organizations use to research and plan campaigns
- identify media options organizations utilize for disseminating messages
- discuss the unique benefits that new, interactive media provide to campaign planners
- illustrate the social, economic and ethical dimensions of strategic communication campaigns

## CONSIDER THE FOLLOWING:

*Without lectures, you are teaching yourself to learn.* That's what life-long learning is all about.

*You will do most of your communicating by writing.* So, as a result, there will be more writing, perhaps, than in a traditional face-to-face setting.

*Class communication is largely asynchronous.* The word *asynchronous* basically means not occurring at the same time. The cyber classroom will not function in a single unit of time, like the traditional classroom. You can access the course and assignments at any time of day or night from any part of the world.

*There is a student and teacher role reversal.* In our online class, I am more of a facilitator, guide, coach, or resource than a source of information. My job is to create an environment that guides you to acquire and apply the information by yourself. You assume a great deal more responsibility for your own learning—interacting with the academic opportunities provided, constructing and sharing information within our learning community and effectively managing your time to allow for critical thinking, reflection and application.

Students depend on technology to submit work and to communicate. *The key word here is "depend."* If cyber communication is disrupted, you are required to submit homework assignments in an alternate manner to UofL, Department of Communication, Strickler 310, Louisville, KY 40292. Please keep in mind, you might need to find alternate internet sources if the computer at your home/work has an outage. University of Louisville and many public libraries offer access. Need help? Contact the HelpDesk at **(502)852-7997** or [helpdesk@louisville.edu](mailto:helpdesk@louisville.edu). Hours: Monday thru Thursday: 6am - 10pm; Friday: 6am - 5pm; Saturday: 7am - 5pm; Sunday: 10am - 10pm; Thanksgiving Day: Closed; Christmas Day: Closed. Need help more quickly? Use the **Live Online Support** button.

## **Title IX/Clery Act Notification**

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain **confidential** support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to **University faculty or instructors** of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is **not confidential** under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

For more information, see the Sexual Misconduct Resource Guide (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).

## **COURSE POLICIES**

University Email: Check it daily! Make it a habit. You can work with the HelpDesk to have your University email forwarded to an account you already check daily. Checking is a requirement.

Academic Integrity: 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.

For more information about the SafeAssign plagiarism-prevention tool, visit: <http://wiki.safeassign.com/display/SAFE/Student+FAQs> (*opens in a new window*).

Plagiarism (or any other incident of academic dishonesty) is an affront to the educational system and will not be tolerated. Students discovered in this situation will have a letter placed in their academic file documenting the incident. Students will receive a zero on any assignment that is plagiarized, which means:

- Copying someone else's work and claiming it as your own, including but not limited to, work accessed in person, from computer files, or from the internet
- Paraphrasing someone else's work and claiming it as your own
- Collaborating excessively with another person and claiming it as your own

## **READING**

You will read the course text weekly—and prior to participating in discussions, completing assignments and taking quizzes. Chapter quizzes cover material from the text. In addition, please sign up for important industry-specific news from Advertising Age, Institute for PR, Digital Buzz Blog, PR Week, Sales & Marketing Management, etc. delivered to your e-mail inbox. These news flashes are free, quite informative and you might utilize them as support in your case studies this semester!

## DISCUSSION FORUMS

Student participation in regular discussions is the heart of any online class. Discussions can and should be engaging, interesting, sophisticated and challenging; **however, your contributions will determine whether class discussions are of good quality or mediocre quality.** Earn up to 28 points/week (10 weeks) by posting to the appropriate Discussion Forum **at least two messages on two separate dates by 11:55 Sunday evenings.**

Read related course text prior to making your initial post early in the week. Later in the week, and by 11:55 PM Sunday of the assigned week, acknowledge another student's post by somehow relating to it—possibly extending, supporting, or disagreeing with the idea (not the person). Second postings should be made at least 24 hours after the first post. Think of postings as classroom discussions—relating to others and integrating course concepts into your messages. Each post must be 150-300 words in length or about 10-20 lines of text. Posting for the sake of “catching up” doesn't contribute to our discussions, isn't a means towards participation and won't score you any points. Please adhere to proper English (no chatspeak) and keep netiquette in mind! *Flaming* (negative, inflammatory posts designed to influence opinion) **will not** be tolerated. For info about netiquette: [www.netmanners.com](http://www.netmanners.com).

## QUIZZES

Quizzes account for 225 points of your grade. There are fifteen, 15-point quizzes—one quiz/chapter. Quizzes consist of 15 multiple-choice questions worth 1 point each and cover material from the text. **You have 30 minutes to complete** each quiz once you begin. Keep track of your own time. Exceeding the allowed amount will result in a penalty. Keep in mind, Blackboard shuts down at a designated time for regular maintenance each week. Read/study the text and review Chapter Notes and PowerPoints (see Blackboard Course Resources).

## WRITING CENTER REQUIREMENT

Earn 20 points by utilizing the University Writing Center to improve one of the *first two* case studies. To earn your writing center points, ask the consultant to email me or forward your chat or emailed feedback. Schedule your appt by Wednesday prior to the Sunday deadline.

**Points must be earned during the first or second unit. Deadline: June 26, 2016.**

The Writing Center is available to help you with any and all writing projects. The Center offers face-to-face consultations, synchronous one-to-one consultations through Blackboard and email consultations in which consultants respond in writing to student texts.

**Link to UWC:** <http://louisville.edu/writingcenter/for-students-1/distance-education-students>

The Center also offers **virtual workshops** on plagiarism, APA style and MLA style. You can access these workshops by signing into Blackboard at <http://blackboard.louisville.edu/> and then clicking on “Virtual Writing Center” under the section “My Organizations.” Once within the Virtual Writing Center shell, click the button on the left side called “Virtual Workshops,” where you can choose the workshop you want.

## **ASSIGNMENTS (submitted through the ASSIGNMENT tab on Bb)**

Assignments are accepted early, but NOT late. Submit “client ready”—free from errors (spellchecked AND proofread), typed assignments by 11:55 PM Sundays. If you turn in an assignment late, I am happy to review it and give you feedback (though you will not receive credit). Please submit saved only as doc, docx, pdf, or rtf. Use a reader-friendly font (Times Roman, Arial, etc.) and type size (10-12 pt.). I will review and respond within a week. If you have not heard from me within a week, assume I did not receive your homework. It is your responsibility to follow-up. **Tech glitches considered one week after deadline only.**

**Campaigns In Action** PowerPoint presentations (found in Course Resources) showcase real-world integrated marketing communication plans. Each unit offers multiple campaign options with brief intros found in the text (search the name/org index). **Choose one specified campaign/unit** to carefully analyze. Identify as many of the steps of the marketing plan (figure 1.4, page 6) as possible based on the info provided.

Organize CIA content under a separate heading for each step:

1. Pre-campaign situational analysis (the FIRM's market situation)
2. Pre-campaign SWOT analysis (strengths, weaknesses, opportunities, threats)
3. Marketing objectives (measurable, ex: higher sales, desired customer action, etc.)
4. Target market (demographics, psychographics, geographics, etc.)
5. Marketing strategies (big picture plans to meet objectives, includes IMC)
6. Marketing tactics (WHAT exactly happened day-to-day to support the strategy?)
7. Implementation (HOW were tactics executed? HOW did IMC play out?)
8. Results/evaluation of performance
9. Personal response to the campaign

Final product will be about two pages, double-spaced, 35 points.

**Case Study Drafts** submitted through SafeAssign are required prior to submitting the final. When you submit your draft through the Assignment tab in Bb it will automatically be routed through SafeAssign. About five minutes later, a report will be available for you to review and determine if any mistakes have been made citing sources. Correct any mistakes prior to submitting your FINAL through the Assignment tab. Final case studies will automatically be included in the UofL database and rerouted through SafeAssign. I will review the final report and your final case study and leave feedback for you. There are five drafts, 10 points each.

**Case Studies** are provided at the conclusion of each chapter. They provide plausible scenarios requiring review of chapter materials and research and are designed to help you conceptually understand chapter components and the larger, more general marketing issues.

**Units One, Three, Four and Five:** Choose one case from select unit list to study. Think like a stratcomm specialist assigned to the client. Organize content under the following headings:

1. Company profile
2. Industry/competition analysis
3. Problems/challenges/questions facing the company
4. Discussions of practical stratcomm solutions (use case questions/directions to help you apply what you've learned to solve the identified problems/challenges/questions)

Minimum three quality bibliographic references (in-paper citations and works cited; MLA or APA). DO NOT USE the text or Wikipedia as sources. Final product will be three to five pages, double-spaced. Case Studies earn up to 50 points each.

**Unit Two Creative Brief:** Utilize *Chapter Five / Case One / Advertising Jeans to Teens* (page 150) to craft a creative brief for an ESTABLISHED jean company.

Include components described in pages 141-144:

- 1) Objective (what do we want to accomplish – includes measurable component)
- 2) Target audience (who are they? What do they think now?)
- 3) Message theme (the single sentence plus what we want target to think)
- 4) Support (why target should believe)
- 5) Constraints/mandatories/deliverables

Utilize Unit Two Creative Brief Resources Folder found in Course Resources. Minimum three quality bibliographic references (in-paper citations + works cited; MLA/APA). DO NOT USE the text or Wikipedia as sources. Final product will be about two pages, single-spaced, plus works cited. Creative Brief earns up to 50 points.

### Rubric for Case Studies

Criterion	Solid! (50)	Close! (40-45)	Woops! (30-35)	Yikes! (25 or below)
<b>Completeness</b>	Complete in all respects; reflects all requirements	Complete in most respects; reflects most requirements	Incomplete in many respects; reflects few requirements	Incomplete in most respects; does not reflect requirements
<b>Understanding</b>	Demonstrates a sophisticated understanding of the topic(s) and issue(s)	Demonstrates an accomplished understanding of the topic(s) and issue(s)	Demonstrates an acceptable understanding of the topic(s) and issue(s)	Demonstrates an inadequate understanding of the topic(s) and issue(s)
<b>Analysis, evaluation and recommendations</b>	Presents an insightful and thorough analysis of all issues identified;	Presents a thorough analysis of most issues identified;	Presents a superficial analysis of some of the issues identified;	Presents an incomplete analysis of the issues identified
	Makes appropriate and powerful connections between the issues identified and the strategic concepts studied in the reading; demonstrates complete command of the strategic concepts and analytical tools studied	Makes appropriate connections between the issues identified and the strategic concepts studied in the reading; demonstrates good command of the strategic concepts and analytical tools studied	Makes appropriate but somewhat vague connections between the issues and concepts studied in the reading; demonstrates limited command of the strategic concepts and analytical tools studied	Makes little or no connection between the issues identified and the strategic concepts studied in the reading
	Presents detailed, realistic and appropriate recommendations clearly supported by the information presented and concepts from the reading	Presents specific, realistic and appropriate recommendations supported by the information presented and concepts from the reading	Presents realistic or appropriate recommendations supported by the information presented and concepts from the reading	Presents realistic or appropriate recommendations with little, if any, support from the information presented and concepts from the reading
<b>Research</b>	Supplements case study with relevant and extensive research into the present situation of the company; clearly and thoroughly documents all sources of information	Supplements case study with relevant research into the present situation of the company; documents all sources of information	Supplements case study with limited research into the present situation of the company; provides limited documentation of sources consulted	Supplements case study, if at all, with incomplete research and documentation
<b>Writing mechanics</b>	Writing demonstrates a sophisticated clarity, conciseness and correctness; includes thorough details and relevant data and information; extremely well-organized	Writing is accomplished in terms of clarity and conciseness and contains only a few errors; includes sufficient details and relevant data and information; well-organized	Writing lacks clarity or conciseness and contains numerous errors; gives insufficient detail and relevant data and information; lacks organization	Writing is unfocused, rambling, or contains serious errors; lacks detail and relevant data and information; poorly organized
<b>MLA/APA guidelines</b>	Uses MLA/APA guidelines accurately/consistently	Uses MLA/APA guidelines with minor violations	Reflects incomplete knowledge of MLA/APA guidelines	Does not use MLA/APA guidelines

## GRADING SCHEME

<u>Total Points</u>	<u>Final Grade</u>
970 - 1,000	A+
930 - 969	A
900 - 929	A-
870 - 899	B+
830 - 869	B
800 - 829	B-
770 - 799	C+
730 - 769	C
700 - 729	C-
670 - 699	D+
630 - 669	D
600 - 629	D-
Below 600	F

<u>Assignment</u>	<u>Points</u>
Discussion Forum	280
Quizzes	225
Campaigns In Action	175
Case Study/Creative Brief Drafts	050
Case Studies/Creative Brief	250
Writing Center	020
Total	1000

**EXTRA CREDIT:** earn up to 10 extra credit points by writing a one-page, double-spaced summary of a *StratComm Writing-related article* or blog published in an industry-specific outlet (printed copy or online versions of Ad Age, Institute for PR, Digital Buzz Blog, PR Week, Sales & Marketing Management, etc.) in the last three months.

**ARE YOU INTERESTED IN A CAREER IN STRATEGIC COMMUNICATION?** For those considering a career in advertising, PR, or areas related to StratComm, there are some terrific opportunities out there for you! I've enjoyed several over the years myself. The industry is very competitive and there are a tremendous number of students graduating from programs all over the nation with whom you will contend for jobs. If you want to get an edge over the competition, do as many of the following as soon as possible:

- Join and become actively involved in ICOMM (<https://orgsync.com/58223/chapter>), the student chapter of the Ad Club here at U of L, or the Ad Club chapter at your home university. You will learn about the industry, visit agencies and suppliers and (most importantly!) begin to make networking contacts to help you land your first job.
- Subscribe to Comm-Announce. You'll get U of L Communication Department news, recent internship listings, etc. Go to [comm.louisville.edu](http://comm.louisville.edu), click on "Department Newsletter" to the left and then "Join the List" at the top.
- Get an internship or part-time job with an advertising agency, graphic design firm, printer, media outlet, or other business related to the industry. This experience will help you to find whether or not the business is right for you and will also assist in directing you toward the specific aspect of strategic communication you enjoy. Most notably, if you do not get actual experience before you leave U of L as an intern or part-timer, you will have a very tough time getting your first job in the industry.
- Once you've successfully completed this class, you can earn academic credit for a StratComm internship through the Department of Communication. Contact: Stuart Esrock, [stuart.esrock@louisville.edu](mailto:stuart.esrock@louisville.edu), if you are interested.
- Subscribe to industry-specific news outlets (Ad Age, Institute for PR, Digital Buzz Blog, PR Week, Sales & Marketing Management, etc.). Maintain your subscriptions throughout the remainder of your college program. You'll gain tremendous information about trends, careers, salaries and so forth in strategic communication.

## TENTATIVE SCHEDULE

# Unit One: Weeks 1-2: May 31-June 12

**Read:** Chapters One, Two, Three and Four

**Week One (May 31-June 5) Discussion Forum:** Intros and Favorite TV Ads

*Objective: Begin to identify and bond with virtual classmates.* Briefly introduce yourself and tell us what you typically do during commercials on television. What percentage of time do you watch them? What makes you watch? What is your favorite? 28 points

**Week Two (June 6-12) Discussion Forum:** Personal Values

*Objective: Identify personal values and products purchased to satisfy those values.*

Rank your five most important personal values from Figure 3.3 and identify at least one product you have purchased to satisfy each value. 28 points

**These components are due by 11:55 PM Sunday, June 12, 2016:**

**Campaigns In Action:** For Unit One, carefully analyze **Home Federal Bank** PowerPoint presentation found in Course Resources. Identify as many of the steps of the marketing plan (figure 1.4, page 7) as possible based on the info provided.

Organize CIA content under a separate heading for each step:

1. Pre-campaign situational analysis (the FIRM's market situation)
2. Pre-campaign SWOT analysis (strengths, weaknesses, opportunities, threats)
3. Marketing objectives (measurable, ex: higher sales, desired customer action, etc.)
4. Target market (demographics, psychographics, geographics, etc.)
5. Marketing strategies (big picture plans to meet objectives, includes IMC)
6. Marketing tactics (WHAT exactly happened day-to-day to support the strategy?)
7. Implementation (HOW were tactics executed? HOW did IMC play out?)
8. Results/evaluation of performance
9. Personal response to the campaign

Final product will be about two pages, double-spaced, 35 points.

**Case Study:** Choose from **Eight O'Clock Coffee, Salsa, Healthy Image, Benihana and Platinum Motorcars**. Think like a stratcomm specialist assigned to the client. Organize content under the following headings:

1. Company profile
2. Industry/competition analysis
3. Problems/challenges/questions facing the company
4. Discussions of practical stratcomm solutions (use case questions/directions to help you apply what you've learned to solve the identified problems/challenges/questions)

Minimum three quality bibliographic references (in-paper citations and works cited; MLA or APA). DO NOT USE the text or Wikipedia as sources. Final product will be three to five pages, double-spaced. Case Studies earn up to 50 points each.

**Quizzes:** Chapter One, Two, Three and Four – 15 points each, 60 points total.

**REMINDER: The 20 University Writing Center points must be earned during the first or second unit. Deadline: June 26, 2016.**

## Unit Two: Weeks 3-4: June 13-26

**Read:** Chapters Five, Six and Seven

**Week Three (June 13-19) Discussion Forum:** Watch one of your favorite TV shows

*Objective: Evaluate the effectiveness of advertising appeals in television commercials.*

View at least seven commercials. Identify the advertising appeal used in each one. Were the ads effective? Why? Why not? 28 points

**Week Four (June 20-26) Discussion Forum:** Commercial Spokespeople

*Objective: Consider the credibility of commercial spokespeople.*

Think of a past or current commercial spokesperson and evaluate that person based on the five characteristics identified in Chapter Seven. Overall, was/is the person credible? 28 points

**These components are due by 11:55 PM Sunday, June 26, 2016:**

**Campaigns In Action:** Choose from **Progressive Bank, Philadelphia Cream Cheese and Soap Opera** CIA PowerPoint presentations found in Unit Two folder in Course Resources.

Carefully analyze and identify as many of the steps of the marketing plan (figure 1.4, page 7) as possible based on the info provided.

Organize CIA content under a separate heading for each step:

1. Pre-campaign situational analysis (the FIRM's market situation)
2. Pre-campaign SWOT analysis (strengths, weaknesses, opportunities, threats)
3. Marketing objectives (measurable, ex: higher sales, desired customer action, etc.)
4. Target market (demographics, psychographics, geographics, etc.)
5. Marketing strategies (big picture plans to meet objectives, includes IMC)
6. Marketing tactics (WHAT exactly happened day-to-day to support the strategy?)
7. Implementation (HOW were tactics executed? HOW did IMC play out?)
8. Results/evaluation of performance
9. Personal response to the campaign

Final product will be about two pages, double-spaced, 35 points.

**Creative Brief:** Utilize **Chapter Five / Case One / Advertising Jeans to Teens**

(page 150) to craft a creative brief for an ESTABLISHED jean company.

Include components described in pages 141-144:

1. Objective (what do we want to accomplish - includes measurable component)
2. Target audience (who are they? What do they think now?)
3. Message theme (the single sentence plus what we want target to think)
4. Support (why target should believe)
5. Constraints/mandatories/deliverables

Utilize Unit Two Creative Brief Resources Folder found in Course Resources. Minimum three quality bibliographic references (in-paper citations + works cited; MLA/APA). DO NOT USE the text or Wikipedia as sources. Final product will be about two pages, single-spaced, plus works cited. Creative Brief earns up to 50 points.

**Quizzes:** Chapter Five, Six and Seven – 15 points each, 45 points total.

**REMINDER: The 20 University Writing Center points must be earned by June 26, 2016.**

# Unit Three: Weeks 5-6: June 27-July 10

**Read:** Chapters Eight, Nine and Ten

**Please Note: UofL is closed Monday, July 4 for Independence Day.**

**Week Five (June 27-July 3) Discussion Forum:** facebook & twitter

*Objective: Analyze the effectiveness of business advertising via facebook and twitter.*

Are you on facebook and/or twitter? Why or why not? If you are, how much time do you spend there? How can companies use these social networking sites to reach you? Are you a fan of any company on facebook? If so, why did you choose to become a fan? 28 points

**Week Six (July 5-10) Discussion Forum:** Product/Brand Placement.

*Objective: Discuss the effectiveness of product/brand placement in TV programs and movies.*

Identify product and brand placements in a TV program you watch or a movie you recently enjoyed. Discuss what contributed to the most and least effective examples. 28 points

**Remember these components are due by 11:55 PM Sunday, July 10, 2016:**

**Campaigns In Action: Campaigns In Action:** Choose from **Snoring Center, Interstate Batteries and Engobi** CIA PowerPoint presentations found in Unit Three folder in Course Resources. Carefully analyze and identify as many of the steps of the marketing plan (figure 1.4, page 7) as possible based on the info provided.

Organize CIA content under a separate heading for each step:

1. Pre-campaign situational analysis (the FIRM's market situation)
2. Pre-campaign SWOT analysis (strengths, weaknesses, opportunities, threats)
3. Marketing objectives (measurable, ex: higher sales, desired customer action, etc.)
4. Target market (demographics, psychographics, geographics, etc.)
5. Marketing strategies (big picture plans to meet objectives, includes IMC)
6. Marketing tactics (WHAT exactly happened day-to-day to support the strategy?)
7. Implementation (HOW were tactics executed? HOW did IMC play out?)
8. Results/evaluation of performance
9. Personal response to the campaign

Final product will be about two pages, double-spaced, 35 points.

**Case Study:** Choose from **Post-It, PepsiCo, Red Bull and Sun Products**. Think like a stratcomm specialist assigned to the client. Organize content under the following headings:

1. Company profile
2. Industry/competition analysis
3. Problems/challenges/questions facing the company
4. Discussions of practical stratcomm solutions (use case questions/directions to help you apply what you've learned to solve the identified problems/challenges/questions)

Minimum three quality bibliographic references (in-paper citations and works cited; MLA or APA). DO NOT USE the text or Wikipedia as sources. Final product will be three to five pages, double-spaced. Case Studies earn up to 50 points each.

**Quizzes:** Chapter Eight, Nine and Ten – 15 points each, 45 points total.

## Unit Four: Weeks 7-8: July 11-24

**Please Note: Wednesday, July 13 is the last day to withdraw without academic penalty.**

**Read:** Chapters Eleven, Twelve and Thirteen

### **Week Seven (July 11-17) Discussion Forum: Direct Response Marketing**

*Objective: Evaluate the use and effectiveness of direct response marketing.*

Consider the forms of direct response marketing measured in Figure 11.10. Which ones have you responded to in the last year? Which ones are most likely to influence your purchase decisions? Which ones are the least likely? 28 points

### **Week Eight (July 18-24) Discussion Forum: Consumer Promotions**

*Objective: Evaluate the effectiveness of various consumer promotions.*

Refer to the list of consumer promotions in Figure 12.1. Discuss each one in terms of your personal usage. Which ones do you use? How often? Why? Why not? 28 points

**Remember these components are due by 11:55 PM Sunday, July 24, 2016:**

**Campaigns In Action:** Choose from **Centric, Wayport and Just Curb It** CIA PowerPoint presentations found in Unit Four folder in Course Resources. Carefully analyze and identify as many of the steps of the marketing plan (figure 1.4, page 7) as possible based on the info provided.

Organize CIA content under a separate heading for each step:

1. Pre-campaign situational analysis (the FIRM's market situation)
2. Pre-campaign SWOT analysis (strengths, weaknesses, opportunities, threats)
3. Marketing objectives (measurable, ex: higher sales, desired customer action, etc.)
4. Target market (demographics, psychographics, geographics, etc.)
5. Marketing strategies (big picture plans to meet objectives, includes IMC)
6. Marketing tactics (WHAT exactly happened day-to-day to support the strategy?)
7. Implementation (HOW were tactics executed? HOW did IMC play out?)
8. Results/evaluation of performance
9. Personal response to the campaign

Final product will be about two pages, double-spaced, 35 points.

**Case Study:** Choose from **Salon Sensational, Six Flags, Academy Sports+Outdoor, Gardasil and Olive Garden**. Think like a stratcomm specialist assigned to the client.

Organize content under the following headings:

1. Company profile
2. Industry/competition analysis
3. Problems/challenges/questions facing the company
4. Discussions of practical stratcomm solutions (use case questions/directions to help you apply what you've learned to solve the identified problems/challenges/questions)

Minimum three quality bibliographic references (in-paper citations and works cited; MLA or APA). DO NOT USE the text or Wikipedia as sources. Final product will be three to five pages, double-spaced. Case Studies earn up to 50 points each.

**Quizzes:** Chapter Eleven, Twelve and Thirteen – 15 points each, 45 points total.

## Unit Five: Weeks 9-10: July 25-August 7

**Read:** Chapters Fourteen and Fifteen

### **Week Nine (July 25-31) Discussion Forum:** Offensive Advertisements

*Objective: Identify the reasons behind, and the effectiveness of, offensive ads.*

Identify an ad you have seen or heard that you believe is offensive. What was offensive about it? Why did the advertiser run it? Can offensive ads be effective? Why or why not? 28 points

### **Week Ten (August 1-7) Discussion Forum:** Course SWOT Analysis

*Objective: Evaluate the course and contribute to its improvement.*

Identify strengths, weaknesses, opportunities and threats to learning in COMM 342.

(Please also participate in the separate University course evaluation process.) 28 points

**Remember these components are due by 11:55 PM Sunday, August 7, 2016:**

### **Campaigns In Action:** Choose from **Skyjacker** and **St. Francis Medical Center** CIA

PowerPoint presentations found in Unit Five folder in Course Resources. Carefully analyze and identify as many of the steps of the marketing plan (figure 1.4, page 7) as possible based on the info provided.

Organize CIA content under a separate heading for each step:

1. Pre-campaign situational analysis (the FIRM's market situation)
2. Pre-campaign SWOT analysis (strengths, weaknesses, opportunities, threats)
3. Marketing objectives (measurable, ex: higher sales, desired customer action, etc.)
4. Target market (demographics, psychographics, geographics, etc.)
5. Marketing strategies (big picture plans to meet objectives, includes IMC)
6. Marketing tactics (WHAT exactly happened day-to-day to support the strategy?)
7. Implementation (HOW were tactics executed? HOW did IMC play out?)
8. Results/evaluation of performance
9. Personal response to the campaign

Final product will be about two pages, double-spaced, 35 points.

**Case Study:** Choose from **Dannon**, **American Society of Nutrition** and **Taco Bell**. Think like a stratcomm specialist assigned to the client. Organize content under the following headings:

1. Company profile
2. Industry/competition analysis
3. Problems/challenges/questions facing the company
4. Discussions of practical stratcomm solutions (use case questions/directions to help you apply what you've learned to solve the identified problems/challenges/questions)

Minimum three quality bibliographic references (in-paper citations and works cited; MLA or APA). DO NOT USE the text or Wikipedia as sources. Final product will be three to five pages, double-spaced. Case Studies earn up to 50 points each.

**Quizzes:** Chapters Fourteen and Fifteen – 15 points each, 30 points total.

*That's all, folks!*