

University of North Texas at Dallas
Spring 2019
SYLLABUS

COMM 4330: Strategic Communication Campaigns				3 HRS
Department of		Languages and Communication	School of	Liberal Arts and Sciences
Instructor Name:		Jennifer Skinner, M.A.		
Office Location:		FH 200E		
Office Phone:		972.338.1781		
Email Address:		Jennifer.skinner@untdallas.edu		
Office Hours:		T/Th: 10am-12pm; W: 9am-11am		
Course Format/Structure:		100% Face to Face only.		
Classroom Location:		DAL1 322		
Class Meeting Days & Times:		M/W: 4-5:20pm		
Course Catalog Description:		Studies various elements involved in the production of a campaign from inception to conclusion. Students research, create, produce, execute and evaluate a number of campaigns for real clients for all media.		
Prerequisites :		A grade of C or better in COMM 2310 - Introduction to Strategic Communication		
Co-requisites:		None.		
Required Text:		<ul style="list-style-type: none">Schultz, D. E., & Barnes, B. E. (2000). <i>Strategic brand communication campaigns</i>. Lincolnwood: NTC Business Books.Select readings assigned in class.		
Recommended Text and References:		<ul style="list-style-type: none">OWL Purdue Online Writing Lab at http://owl.english.purdue.edu/owl/resource/560/1/Additional handouts/materials may be supplied in class or posted to Blackboard.		
Access to Learning Resources:		UNT Dallas Library: (Founders Hall) phone: (972) 780-1616 web: http://www.untdallas.edu/library e-mail: Library@untdallas.edu UNT Dallas Bookstore: (Building 1) phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com		

Course Goals or Overview: The goals of this course are as follows -	
1	To acquire theoretical and practical knowledge about strategic communication campaigns.
2	To apply theoretical and practical knowledge to develop a strategic communication campaign.
3	To identify and research appropriate target publics.
4	To set goals and objectives, and develop tactics that align with campaign goals.
5	To conduct secondary and primary research to inform the development of campaign goals and materials.
6	To understand professional ethical principles and apply them in practice.
Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Apply skills used in previous strategic communication and mass communication courses to develop a strategic communications campaign plan.
2	Demonstrate the ability to produce, analyze and report results of primary and secondary research.
3	Analyze and apply research results to developing and justifying a communications plan for a specific client, one that can be used to resolve a communications/organizational challenge.
4	Produce a written client plan, organize, and implement the strategic campaign for an organization.
5	Present a client plan and strategic campaign in a professional and compelling manner.

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.*

1. Participation (200 points): Participation and attendance is a significant element in learning process and understanding of complex concepts is best facilitated through dialogue. Thus, your participation in this course is imperative. Participation points are awarded daily and CANNOT be made up, even with an excused absence. Failure to appear in class will result in a participation grade of 0 for the day.
2. Campaign Case Study Paper (100 points): You will research and analyze a strategic campaign used by an organization of your choice.
3. Strategic Plan Proposal (300 points): Working in teams, you will research a client and develop a strategic plan for the organization. This assignment will take place in 4 parts:
 - a. Situation Analysis (50 points): Working in teams, you will research a client and conduct your own analysis of the organization. Based on your analysis, you will write a report describing the situation to be addressed in your campaign and identify the target publics.
 - b. Research Plan and Report (50 points): Your team will first develop a research plan that identifies information needs for your client and how they will be met, using primary and secondary research (50 points). Then, you will conduct the planned research and write up the results in a brief report (100 points).
 - c. Campaign Goals and Objectives (100 points): Your team then will develop campaign goals and three measurable objectives for each goal. You will present the results of your report and your planned campaign goals to the class (as if presenting to the client).

- d. **Proposal Presentation (100 points):** Your team's final assignment in the course will entail a one-page executive summary and a full campaign report, including revisions of your situation analysis, research, and goals and objectives; strategies and tactics; and implementation and evaluation plans. Your team will present the campaigns to the class, as if presenting to the client.
4. **Strategic Plan Implementation and Evaluation (300 points):** Following the proposal, your team will implement the strategic campaign and write up an evaluation of the process. This assignment will involve 2 parts:
- a. **Completed Campaign:** Your team will produce a fully completed strategic campaign for your client.
 - b. **Presentation:** At the conclusion of the term, your team will deliver a presentation of your completed campaign.
5. **Peer Evaluations (100 points):** You will evaluate yours and your peers' performance through the group process.

*Syllabus subject to change as the course progresses.

Extra Credit Opportunities

Extra credit is given at the discretion of the instructor and may be based on current events, topics discussed in class, or relevant campus dialogues taking place. Please do not ask for extra credit. You will know if it is offered.

PLEASE NOTE: Receiving extra credit means you do EXTRA work. If you fail to complete any assignment in the course, YOU WILL LOSE ALL EXTRA CREDIT POINTS. Evaluation is based upon the quality of work submitted. Simply submitting a completed assignment does not guarantee you will receive extra credit. You should apply the same effort on written extra credit work as you would on regular graded assignments.

Grading Matrix:

Each of the following assignments will be detailed thoroughly on Blackboard. Be sure to access Blackboard frequently for assignment guidelines and other important class documents.

Participation	200 points
Campaign Case Study Paper	100 points
Strategic Plan Proposal	300 points
Strategic Plan Implementation and Evaluation	300 points
Peer Evaluation	<u>100 points</u>
Total	1000 points

Your final grade is based on a total out of 1000 points.

900-1000 = A 800-899 = B 700-799 = C 600-699 = D 599 ↓ = F

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDDisability@untDallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

Course Eval Policy: Student evaluation of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: Students are expected to read assigned material before class and participate actively in class. This includes actively engaging in class discussion and group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent. Additionally, please be prepared to present on your assigned presentation date. Please note that because time is limited for makeup assignments, if you miss class the day you are expected to deliver a presentation, you may not be able to make up the presentation. Make-ups will be considered only for major emergencies or serious illnesses when properly documented. If you should arrive late, please do not enter the classroom while a student is speaking. You could disrupt their train of thought and you certainly would distract the audience. Wait outside until that student has finished, and then enter. Better yet, come on time!

Exam Policy: Quizzes and exams should be taken as scheduled. No makeup quizzes/examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf Refer to the Student Code of Student Rights, Responsibilities and Conduct at http://www.untDallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: "On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy."

Attendance and Participation Policy: Attendance in class is required. Failure to be present in class will result in a loss of participation points for the day. If you are not present, you cannot participate. Coming late to class or leaving early may be considered a whole or partial absence. If you have more than the acceptable number of absences due to serious illness or similar causes, discuss the possibility of makeup work with me as early as possible. Attendance will be tracked daily. If you are late to class, it is your responsibility to ensure you are counted present for the day (sign in/respond when roll is called). Otherwise, you will be counted absent.

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <http://www.untdallas.edu/hr/upol>

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information, please refer to <http://www.untdallas.edu/police/resources/notifications>

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)