Strategic Communication Campaigns
JMC:5238:0EXA/EXW
(019:238:EXA/EXW)

Spring 2013

Monday 5:30 to 8:30 p.m.
January 28 to May 13, 2013

Instructor: Amy Jo Reimer-Myers

Email: Amyjo-reimer@uiowa.edu

Phone: 515-235-4618

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 218.

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 direction will then turn the focus to 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 convey 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 and determine 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. Students will be “selling” their campaigns to the class and to me. The end result will be a new professional portfolio addition and the experience of planning strategic campaigns for the future.
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 Materials:

Book:


Course Requirements:

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

Assignments:

The grade for this course will be comprised of: 1) Attendance and class participation; 2) Background research and strategic campaign proposal; 3) Client Status Reports; 4) Situation analysis; 5) Campaign presentation; 6) Campaign portfolio.

1) Attendance and class participation. 25% of your grade.

2) Background research on the proposed strategic campaign. 10% for your grade.

   After selecting your campaign client, you will write a letter (proposal) to your new client, thanking them for the opportunity. You will articulate the target audience and suggest some general creative ideas for the campaign. You will also provide an estimate for a preliminary budget.
3) Client Status Reports/Discussions – 5% of your grade- each report
These three reports and discussions have been designed to help you build your campaign strategy. Each will be assigned in class.

1) Research: Consumer/Product/Service/Marketplace. This report should communicate your understanding of your target consumer(s) as well as the competition. From your clear picture of your consumer, you should also be able to communicate where these ideal customers can be found and what causes them to take action.

2) Creative Strategy. Workshop. We will explore, as a group your messaging strategy, and hope to validate your big idea – the boom factor.

3) Media Mix and budget. In this report, you will propose what media you plan to use. Your report will include what you plan to buy, how much it will cost, how often it will appear, and how long the campaign communication will run.

3) Situation Analysis. 15% of your grade.
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.

4) Campaign in class presentation. 10% of your grade
5) Campaign written portfolio. 25% of your grade
Each class member will be given 30 minutes to make a campaign presentation. The elements necessary for these projects are:

1) Executive summary
   a. This should be a 1 page document to summarize exactly what you are proposing.
2) Situation analysis (previously completed and inserted in its proper place within the campaign portfolio)
3) Target market profile. Describe your customer(s) in detail.
4) Campaign message and positioning statement – The Big Idea
5) Campaign objectives and tactics
6) Timeline
7) Communications/Advertising
8) Public Relations
9) Social media
10) Promotion (all other including elements and events)
11) Media placement
12) Budget
13) Evaluative measurements

**Reading schedule and outline**

January 28 : Arens, Chapters 1 -3
February 4: Arens, Chapters 4- 5 Client Selection
February 1: Arens, Chapters 6 Background Report/Client Proposal Due
February 18: Arens, Chapter 7
February 25: Arens, Chapter 8 Client Status Report Due: Research
March 4 : Arens, Chapter 9
March 11: Arens, Chapter 10 Situation Analysis Due
Spring Break
March 25: Arens, Chapter 11 - 12 Creative Strategy – Workshop
April 1: Arens, Chapter 13 - 14
   April 8 : Arens, Chapter 15 Media Mix and Budget report due
April 15: Arens, Chapter 16
April 22: Arens, Chapter 17 - 18
April 29: Written Presentations
May 6: Oral Presentations
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. Most of the work on your projects and presentation will need to be completed outside 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.

Tardiness:
Assignments that are late will lose 1/3 of a grade per day, beginning at the end of class and including weekends and holidays. This means that a paper which would have received an A if it was on time will receive an A- the next day, B+ for two days late, and so on.

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 Facebook 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.

**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](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](http://clas.uiowa.edu/students/handbook)).

**Accommodations for Disabilities**

A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See [www.uiowa.edu/~sds/](http://www.uiowa.edu/~sds/) for more information.

**Academic Honesty**

All CLAS students have, in essence, agreed to the College's [Code of Academic Honesty](http): "I pledge to do my own academic work and to excel to the best of my abilities, upholding the [IOWA Challenge](http). 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](http)).
CLAS Final Examination Policies

The final examination schedule for each class is announced around the fifth week of the semester by the Registrar. 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 dates and times of each final exam, the complete schedule will be published on the Registrar's web site.

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.

*These CLAS policy and procedural statements have been summarized from the web pages of the College of Liberal Arts and Sciences and The University of Iowa Operations Manual.