COURSE INSTRUCTOR
Instructor: Amy Jo Reimer-Myers
Office: 1 KFAB, Des Moines ICHE Campus and 1200 Grand Ave, UI John Pappajohn Education Center
Phone: (515)535-4618
Email: Amyjo-reimer@uiowa.edu
Office Hours: Monday 1:30-4:30 or by appointment

CLASS MEETING TIMES
This course will meet online via Zoom (Virtual Classroom) or in room 108 PEC Tuesdays from 5:30 – 8:00 P.M.

ACADEMIC COURSE HOME
School of Journalism and Mass Communication
DEO: David Ryfe
Phone: (319) 384-3383
Email: david-ryfe@uiowa.edu

PREREQUISITES
None

COURSE DESCRIPTION
This graduate level course has been designed explore all the elements necessary to design and deliver a dynamic communication campaign. Students in this course will learn about how to create actionable messages that can be strategically placed in a variety of targeted media. Each student will serve as a full-service communications firm (with the expertise in consumer research, advertising, public relations, sales promotion and special events). The strategic campaigns created in this class will make outstanding additions to communication portfolios, and give students the ability to execute future branding campaigns, product re-launches as well as, company communication initiatives. This course will also allow students to hone their presentation skills, as each campaign will be presented to the class.

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 competition and marketplace conditions
d) Understand the consumer behavioral research. Develop research to assess target groups and apply finding to the campaign
e) Develop clear goals, objectives and tactics
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 public relations plans, sales promotions, special events and branding to complement the campaign
j) Develop a social media strategy
k) Dynamically present “sell” the campaign
MEDIA/SYSTEM REQUIREMENTS

Technical requirements for successfully completing this class:

- Computer with reliable Internet access. A wired Ethernet connection to the internet is very strongly suggested. Wireless and cellphone data connections may experience connection problems. Android and iOS operating systems are not fully supported at this time. See specific requirements on the Distance and Online Education Technical Requirements/Download page.

- Webcam and headset with microphone for participating in virtual online meetings (online students).

Students who need assistive technologies will have different computer and technology requirements. Please check with your Student Disability Services to determine the requirements for the specific technologies needed to support your online classes.

For questions with virtual classrooms (i.e. Zoom), please contact Distance and Online Education Technical Support here or by phone 319 335-3925.

Need help with ICON or your Hawkid? Please contact the ITS Helpdesk (319 384-HELP).

REQUIRED TEXTBOOK/MEDIA

The required textbook for this course:


GRADING CRITERIA

Final course grades will be assessed based on students’ performance in the following items:

<table>
<thead>
<tr>
<th>Weekly Attendance &amp; Participation</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments:</td>
<td></td>
</tr>
<tr>
<td>Campaign Analysis Paper and Discussion</td>
<td>10%</td>
</tr>
<tr>
<td>Client Proposal Letter</td>
<td>5%</td>
</tr>
<tr>
<td>Competitive Analytics</td>
<td>10%</td>
</tr>
<tr>
<td>Research Assessment</td>
<td>10%</td>
</tr>
<tr>
<td>Social Media Assignment</td>
<td>10%</td>
</tr>
<tr>
<td>Public Relations Assignment</td>
<td>10%</td>
</tr>
<tr>
<td>Situation Analysis</td>
<td>10%</td>
</tr>
<tr>
<td>In-Class Paper (Topic TBA)</td>
<td>5%</td>
</tr>
<tr>
<td>Campaign Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Campaign Portfolio</td>
<td>15%</td>
</tr>
</tbody>
</table>

Total: 100%
Final course grades will be assigned as follows:

- A: 92-100
- A-: 90-91
- B+: 89
- B: 82-88
- B-: 80-81
- C+: 79
- C: 72-78
- C-: 70-71
- D+: 69
- D: 62-68
- D-: 60-61
- F: 59 or below

COURSE WORK

Participation: Students are expected to attend classes regularly, participate in class discussions, and submit all assignments on time. Late submission of assignments will be penalized as outlined and highlighted in detail on page 5 of this syllabus.

Assignments (8):
There will 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 better analyze campaigns in the marketplace, understand how certain campaigns engage target customers, how visual images and copywriting impact brands, etc. You will not always have advanced notice about these assignments. Assignment dates may change from the syllabus.

- Campaign Analysis paper and discussion (10%)
  This assignment should be a 2 -3-page document to summarize the following:
  * Target market profile. Describe your customer(s) in detail
  * Campaign message and positioning statement – The Big Idea
  * Campaign objectives and tactics.

- Client Proposal Letter (5%)
  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.

- Competitive Analysis (10%)
  Understanding your competition is a critical element of your campaign. The purpose of this assignment is to craft a document that will inform your client about the competition using SWOT and GAP analysis.

- Research Assessment (10%)
  This assignment has been selected to help you learn more about your target audiences. You may wish to consider conducting some primary research either qualitative or quantitative. Perhaps secondary data sources will provide you with the information you need, and you may wish to test your creative ideas or positioning statements with research. This assignment has been created to present you with an opportunity to share your message and visuals and validate them with your target’s perceptions. Are your messages having the desired effect among those in your groups? There is no suggested length to this report. Rather this report is designed to help you better understand if your messaging is working.
Social Media Assignment (10%)
When developing your campaign, it is essential to strategically determine how much of your media budget will be spent in social media verses traditional media. Developing a compelling plan for social media platforms is the focus of this assignment. Ten percent of your grade.

Public Relations Assignment (10%)
Public relations, special events, institutional advertising and customer engagement are critical elements to a successful campaign. In this assignment, students will examine all the public relations tools and determine which are the most appropriate to assist the client in meeting the goals of the campaign.

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 budget  
i) Previous promotion (advertising, public relations, sales Promotion). Any additional information that may have affected outcomes: geography, seasonality, or environmental challenges

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

In-Class Paper (5%)
There will be an unannounced paper which will be completed in class time. It will be worth five percent of your grade.

Final Elements
Campaign Presentation (10%)
Each class member will be given approximately 30 minutes to make a formal campaign presentation to the class and campaign clients.

Campaign portfolio (15%)
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.

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.

**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/](http://www.uiowa.edu/~writingc/)
Speaking Center: [http://clas.uiowa.edu/rhetoric/for-students/speaking-center](http://clas.uiowa.edu/rhetoric/for-students/speaking-center)
Tutor Iowa: [http://tutor.uiowa.edu/](http://tutor.uiowa.edu/)

**CLASS DISCUSSIONS, READING LIST AND COURSE GUIDE**

(Some assignments and dates may change)
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 16:</td>
<td>Arens, Chapters 1 -2 – IBM Case Discussion</td>
</tr>
<tr>
<td>January 23:</td>
<td>Arens, Chapters 3- 4 – Client Selection and Campaign Analysis</td>
</tr>
<tr>
<td>January 30:</td>
<td>Arens, Chapter 5 Client</td>
</tr>
<tr>
<td>February 6:</td>
<td>Arens, Chapter 6 – Client letter due</td>
</tr>
<tr>
<td>February 13:</td>
<td>Arens, Chapter 7 Assign Competitive Analysis</td>
</tr>
<tr>
<td>February 20:</td>
<td>Arens, Chapter 8 Competitive Analysis Due</td>
</tr>
<tr>
<td>February 27:</td>
<td>Arens, Chapter 9 Research paper assigned</td>
</tr>
<tr>
<td>March 6:</td>
<td>Arens, Chapter 10 and 19 Research paper Due</td>
</tr>
<tr>
<td>March 13:</td>
<td>Spring Break!</td>
</tr>
<tr>
<td>March 20:</td>
<td>Arens, Chapter 11 – 12 Social Media Paper assigned</td>
</tr>
<tr>
<td>March 27:</td>
<td>Arens, Chapter 13 – 14 Social Media paper Due</td>
</tr>
<tr>
<td>April 3:</td>
<td>Arens, Chapter 15 Situation Analysis Due</td>
</tr>
<tr>
<td>April 10:</td>
<td>Arens, Chapter 16 PR and Promotional Paper Due</td>
</tr>
<tr>
<td>April 17:</td>
<td>Arens, Chapter 17 – 18</td>
</tr>
<tr>
<td>April 24:</td>
<td>All written presentations due. First round of those presenting their campaign plans.</td>
</tr>
<tr>
<td>May 1:</td>
<td>Second round of Campaign Presentations</td>
</tr>
<tr>
<td>May 8:</td>
<td>Third Round of Campaign Presentations – if needed</td>
</tr>
</tbody>
</table>

**COLLEGE POLICIES**

As a registered student in a Distance and Online Education course through The University of Iowa, you are responsible for the college policies posted below.

**Academic Misconduct:** All forms of plagiarism and any other activities that result in a student presenting work that is not his or her own are academic fraud. All academic fraud is reported to the departmental DEO and then to the Associate Dean for the Office of Academic Programs and Student Development. All incidents of academic misconduct (plagiarism and cheating) will be subject to the rules and regulations of the College of Liberal Arts and Sciences as defined and stated in section IX of the Academic Policies Handbook (http://clas.uiowa.edu/students/handbook).

**Complaint Procedures:** If at any time you have concerns about this class or your performance in it, please do not hesitate to contact me. If you do not feel that your concern has been resolved satisfactorily, you may contact the Department Chair (contact information provided at the top of page one of this syllabus). If you still do not feel that your concern has been resolved satisfactorily, you may contact the College of Liberal Arts and Sciences Office of Academic Programs and Student Development, 120 Schaeffer Hall, (319) 335-2633, clasps@uiowa.edu. All complaints must be made within six months of the incident. The College’s complaint procedures are in section IX of the Academic Policies Handbook (http://clas.uiowa.edu/students/handbook).
**Administrative Home of the Course:** The administrative home of this course is the College of Liberal Arts and Sciences, which governs academic matters relating to the course such as the add/drop deadlines, the second-grade-only option, issues concerning academic fraud or academic probation, and how credits are applied for various graduation requirements. Different colleges might have different policies. If you have questions about these or other CLAS policies, contact your academic advisor or the Office of Academic Programs and Student Development, 120 Schaeffer Hall, (319) 335-2633, clasps@uiowa.edu. The CLAS Academic Policies Handbook also contains important CLAS academic policy: [http://clas.uiowa.edu/students/handbook](http://clas.uiowa.edu/students/handbook).

**Nondiscrimination in the Classroom**

The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity, diversity@uiowa.edu, or visit [diversity.uiowa.edu](http://diversity.uiowa.edu).

**UNIVERSITY POLICIES**

As a registered student in a Distance and Online Education course through The University of Iowa, the following University policies apply to you.

**Accommodations for Disabilities**

The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or health-related conditions). 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. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See [https://sds.studentlife.uiowa.edu/](https://sds.studentlife.uiowa.edu/) for information.

**Understanding Sexual Harassment:** Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the well-being of students, faculty, and staff. Visit this site for the Office of the Sexual Misconduct Response Coordinator for definitions, assistance, 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](http://dp.safety.uiowa.edu).