Strategic Communication Campaigns
Spring 2019, JMC: 5238

Instructor: Amy Jo Reimer-Myers
Phone: 515-333-1225 – please text or email outside office hours
Office hours: Tuesdays: 2:00 to 5:30 p.m.
Email: Amyjo-reimer@uiowa.edu
DEO Contact Information: David-Ryfe@uiowa.edu

Course Meeting time: Tuesdays 5:30 to 8:00 p.m.


Course Description:

This course has been designed explore all the elements necessary to design and deliver a dynamic communication campaign. Students will learn how to create actionable messages and strategically place 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, social media and special events). The strategic campaigns created in this class will make outstanding additions to communication portfolios, and provide students the ability to execute branding campaigns, product launches as well as, organizational communication initiatives. This course will also allow students to hone their presentation skills, as each campaign will be presented to the class.

Learning Objectives:

a) Develop a new and unique strategic communication campaign
b) Write a situation analysis and executive summary
c) Analyze competition and marketplace conditions
d) Dig into consumer behavioral research to understand customers and their motivations.
   In turn, students will do their own research to define target groups and test campaign messaging.

e) Develop clear goals, objectives and tactics
f) Develop a creative strategy and interpret that creative message in a variety of media
g) Develop a comprehensive campaign budget
h) Select the most effective media to fit your objectives, customer personas 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

**Grading Criteria:**

*Weekly Attendance, Participation, Discussion groups* 10%

**Assignments:**

- Campaign Analysis Paper 5%
- Situation Analysis 5%
- Client Proposal Letter 5%
- Competitive Analytics 10% 55%
- Research Assessment 10%
- Social Media Assignment 10%
- Public Relations Assignment 10%

**Campaign Presentation** 15%
**Campaign Portfolio** 20%

Total: 100%

**Participation and attendance policy:**

**Attendance:** Students are expected to attend classes regularly, **participate in class** discussions, and **submit all assignments on time. Attendance is mandatory.** If you are unable to attend or need to leave early, please notify your instructor.

**In-class participation:**
During class your **web cameras need to be on**. It is important that you have done the reading assigned prior to class so you can contribute to the discussion. During each class there will be
time for participation, group discussions, informal research and workshops. Everyone is expected to participate.

It goes without saying that you are expected to behave in a professional manner throughout the course with your instructor, guests 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.

Metrics for attendance points (which will be posted at midterm and on the last day of class).

Any one or two of the following each class. Total points 10%

1) Participate during each class. Share a campaign you think is unique and would like to discuss with the class.
2) Have questions about: a) What you have read in your book; b) Do you have questions about understanding your target audience; c) Do you have questions about research for your project; d) Are unclear about how extensive each section of your campaign needs to be, etc.
3) What are the campaign messages (that you have observed in social media, TV, etc.) resonate with you and why?
4) Questions and research to engage one of our speakers.
5) Your engagement in the workshop and discussion groups during class.

Assignment deadlines and late work policy:

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.

Assignments:

There will be times throughout the semester when you will be asked to write a report within the class period. These assignments may be the summary of your discussion groups. 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 (5%)**
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 prospective target audiences, suggesting the goal for the campaign, and some general creative ideas for the campaign. This letter will need your own brand and a boilerplate. Please present this in a business letter format.

**Situation Analysis (5%)**
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.

**Competitive Analysis (10%)**
Understanding your competition is a critical element of your campaign. The purpose of this assignment is to create a document that will inform your client about the competition using SWOT and GAP analysis. Your goal is to help your client better understand the competition. Don’t forget your brand.
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. You could also choose this assignment as an opportunity to test your message and visuals. Your research paper could provide you with an opportunity to validate your target’s perceptions of your proposed messaging and visual images. 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.

Social Media Assignment (10%) – Plan within a plan
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.

Public Relations Assignment (10%)- Plan within a plan
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.

Final Elements

Campaign Presentation (15%)
Each class member will be given approximately 30 minutes to make a formal campaign presentation to the class and campaign clients.

Campaign portfolio (20%)
Campaign portfolios will present all the campaign materials created: advertisements, storyboards, promotional materials, public relations plans, press releases; special events, timeline, media budget plans and for some, recorded radio spots, website designs, etc.

Assignment Date Changes:
Assignment dates may change due to guest speaker schedules or pedagogical needs of the class. Students will be informed of a change at least one week prior to the assignment due date.

Email Policy:
The instructor checks UI email throughout the day, and response time should be within 24 hours. If you have not received a response and require one quickly, please text the instructor at 515-333-1225. This instructor will not review assignments prior to due date, but is able to answer questions in advance of submission.

**Student Resources**
- Request Tech Support
- ICON and Technical Resources
- Student Zoom Accounts
- University of Iowa Writing Center

**Grading Scale:**
A 94-100  A- 90-93  B+ 87-89  B 83-86  B- 80-82  C+ 77-79  C 73-76  
C- 70-72  D+ 67-69  D 63-66  D- 60-62  F 59-

<table>
<thead>
<tr>
<th>Week/Date</th>
<th>work /reading due prior to class</th>
<th>Class discussion Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 15</td>
<td>Arens, Chapters 1 and 2</td>
<td>Reading discussion. IBM Case.</td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 22</td>
<td>Arens, Chapters 3 &amp; 4</td>
<td>Client Selection, Reading discussion, Campaign analysis</td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 29</td>
<td>Arens, Chapter 5</td>
<td>Reading discussion, Client Letter Assigned</td>
</tr>
<tr>
<td>Week 4</td>
<td>February 5</td>
<td>Arens, Chapter 6</td>
</tr>
<tr>
<td>--------</td>
<td>------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Week 5</td>
<td>February 12</td>
<td>Arens, Chapter 7</td>
</tr>
<tr>
<td>Week 6</td>
<td>February 19</td>
<td>Arens, Chapter 8</td>
</tr>
<tr>
<td>Week 7</td>
<td>February 26</td>
<td>Arens, Chapter 9</td>
</tr>
<tr>
<td>Week 8</td>
<td>March 5</td>
<td>Arens, Chapters 10 &amp; 19</td>
</tr>
<tr>
<td>Week 9</td>
<td>March 12</td>
<td>Arens, Chapters 11 &amp; 12</td>
</tr>
<tr>
<td>Week 10</td>
<td>March 19</td>
<td>Spring Break</td>
</tr>
<tr>
<td>Week 11</td>
<td>March 26</td>
<td>Arens, Chapters 13 &amp; 14</td>
</tr>
<tr>
<td>Week 12</td>
<td>April 2</td>
<td>Arens, Chapter 15</td>
</tr>
<tr>
<td>Week 13</td>
<td>April 9</td>
<td>Arens, Chapter 16</td>
</tr>
<tr>
<td>Week 14</td>
<td>April 16</td>
<td>Arens, Chapter 17 &amp; 18</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Week 15</td>
<td>April 23</td>
<td>Campaign reviews</td>
</tr>
<tr>
<td>Final Information</td>
<td>April 30</td>
<td>Campaign Presentations</td>
</tr>
</tbody>
</table>

**University of Iowa Teaching Policies and Resources**

**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 [https://clas.uiowa.edu/students/handbook](https://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](#)).

**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.

**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.

**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).

**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 Office of the Sexual Misconduct Response Coordinator 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.