Who’s Running This?

Professor: Bailey Thompson, Ph.D.
Email: thompsonba@sfasu.edu
Office: Boynton 201
Office Hours: T/Th: 9-11am; 12:15-1:15pm

Where Do We Meet?

Class Location: Online
Class Times: Online

What Books Do We Need?

Title: Strategic Communications: Planning for Public Relations and Marketing
Author: Laurie J. Wilson & Joseph D. Ogden
Edition: 6th
ISBN: 978-1-4652-9774-7

What’s This Class About?

Introduction to the agency side of advertising and public relations. Students learn about the role of media strategy and decision-making from the more traditional practice of media planning and interactive media. Prerequisite: MCM 307 and 380.

What Are We Supposed to Learn?

**Program Learning Outcomes:**

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize, and discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of contemporary technology, terminology and techniques in the news gathering process.

**Strategic Communication Concentration:**

1. Demonstrate the ability to construct and create an advertising and public relations campaign effectively in written form utilizing multimedia platforms.
2. Analyze and apply data relevant to advertising or public relations.
3. Demonstrate the application of media technology and terminology to develop advertising or public relations campaigns.
4. Understand effective visual language and how to apply it to build creative advertising or public relations messages.

Student Learning Outcomes:

1. Demonstrate strong creativity, advertising ability and journalistic writing in creating advertising.
   Analyze the elements that make an ad unique.
2. Research an advertiser using libraries, archives, documents, databases and electronic sources.
3. Assess advertising campaign effectiveness using at least two media formats in both written and visual form.
4. Demonstrate the ability to work within professional standards and deadline

What are some of SFA policies?

Withdrawal Policy

The last day to drop the course without a “WP or WF” varies by semester. Please consult the SFA Academic Calendar should you anticipate needing to drop the course.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Grade Withheld Policy (Semester Grades A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Professor’s Academic Freedom Policy

PR is often used to clean up messes. Such messes may involve sex, drugs, violence, corruption, and any number of things that we as a society frown upon. Some of the material dealt with in this class may be perceived as controversial or offensive to some students. College is all about learning new things and being exposed to different topics and viewpoints. I urge you all to both listen and speak your mind during class.

Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been
purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone. Please do not throw away your degree by plagiarizing or cheating.

What are Bailey’s Policies?

24/7 Rule

Your grades are just that- your grades. Not mine. If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. Make a plan- don’t just come in and say “I don’t like my grade, it should be higher, change it!” Be ready to explain to me what you did, provide justification for your answer, and for why you think the grade is not reflective of what you believe it should be. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.

Late Work & Late Tests

Late work will not be accepted for any reason. This policy is inflexible. As upperclassmen, one of my primary goals is preparing you to begin your careers after graduation. One of the primary ways I can do this is through teaching you (or reinforcing) responsibility and accountability in a classroom setting. At work, you cannot turn work in late and be successful, so in this class that will also be the case.

Extra Credit

There will be no extra credit opportunities in this course.

D2L

All course material will be posted on D2L. Check it, use it.

Contacting Bailey

Please contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu.

How Will We Be Graded?

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Tests (4 @ 15 % each)</td>
<td>60%</td>
</tr>
<tr>
<td>Quizzes (15 @ 1% each)</td>
<td>15%</td>
</tr>
<tr>
<td>Application Assignment</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Final Grade Rounding Policy

I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason.
I will also not round “9” grades. Therefore if you make an 89 in the class, do not email me asking if I will bump in to a 90. Unless you make an 89.5 or higher, I will not round.

**Assignments**

In this course there will be 3 types of assignments: tests, quizzes, and an application assignment.

**Tests**

There will be 4 tests during the course of the semester. The dates of these tests are listed on the course calendar. These tests must be taken on D2L by 11:59pm on Sunday. The specific dates are listed below. The tests will cover basic concepts from the chapter and ask you to apply them via multiple choice, fill in the blank, short answer, true/false, and short essay questions. The tests will open on Monday by noon, and must be completed by Sunday at 11:59pm.

<table>
<thead>
<tr>
<th>Test Content</th>
<th>Date test must be completed by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test #1: Chapters 1-4</td>
<td>2/17 by 11:59pm</td>
</tr>
<tr>
<td>Test #2: Chapters 5-8</td>
<td>3/17 by 11:59pm</td>
</tr>
<tr>
<td>Test #3: Chapters 9-11</td>
<td>4/14 by 11:59pm</td>
</tr>
<tr>
<td>Test #4: Chapters 12-15</td>
<td>5/12 by 11:59pm</td>
</tr>
</tbody>
</table>

**Quizzes**

You will have 15 quizzes during the course of the semester. Your quiz will always be due on the Sunday of the week the chapter is covered, but the dates of these quizzes are also listed on the course calendar. These tests must be taken on D2L by 11:59pm on Sunday. The quizzes will cover basic concepts from the chapter, and will vary between multiple choice, fill in the blank, short answer, and true/false. The quizzes will open on Monday by noon, and must be completed by Sunday at 11:59pm.

**Application Assignment**

You will write a complete an application assignment, in the form of a campaign book. Your “client” will be the Mass Communication department. The hypothetical is as follows:

The Mass Communication Department as Stephen F. Austin State University has reached out to you and your firm to help them boost their image. They want to bring in more new students (both freshman and getting students from other majors to switch their majors). They also want to increase student retention (not lose current students to other majors or other universities). Finally, they want to increase their brand visibility and recognizability. They mention wanting to overhaul their social media presence, but are also willing to use more traditional media as well, they just want more people to know who the Mass Communication department is and why they’re so great. They have a small budget, just $3,000 to devote to this campaign. They want to run this campaign leading up to and during the 2020-2021 school year (June 1, 2020- May 31, 2021).

Clients always want a lot for a little $$$. They dream big and want you to reach every audience, all the time, with no money. It is up to YOU to filter through their wish list, and create a targeted, strategic, and effective campaign within budget. This means you will have to make choices on the main goals you believe the campaign can accomplish, publics, etc. and back them up with research and a great plan. This balancing act between making your client happy by meeting as much of their wishlist as you can, along with being realistic and
understanding the strategic process is a difficult one- but this assignment should give you some great practice doing this individually, not in a group like most upper level advertising and public relations classes.

You must complete and compile the following assignments into one campaign book:

1. Research background, situation analysis and core problem/opportunity (see pages 64-67 for example)
2. Goals and objectives (see page 84 for example) **Must have 3 goals with 4 objectives each**
3. Selecting key publics (see pages 116-117 for example)
4. Message design, strategies, and tactics (see pages 130-132 for example)
5. Calendar (see pages 174-175 for example)
6. Budget (see pages 178-179 for example)
7. Communication confirmation table (see pages 188-189 for example)

**Longer is not better**- strategic writing and planning should be short, concise, and to the point. I want your work to be clear, easy to follow, and simple. You are writing for your client- who is often busy, unfamiliar with concepts/topics/strategy, and just wants the basics.

My suggestion is to work on these assignments as the appear in the chapters. This will help prevent you having to throw it all together last minute, and will allow you to ask questions as you go. The last part of this assignment appears in Chapter 12, so conceivably you could finish this project as early as mid-April, which would give you a full month to edit, format, and make your campaign book exceptional in quality and presentation.

I will also have monthly meetups where you can come in and discuss your application assignment ideas with other students and myself. These are not required- but students who go typically get a better experience/grasp on the course. The dates are as follows:

February: Wed. Feb 5 at 5pm in Boynton 209
March: Wed. March 4 at 5pm in Boynton 209
April: Wed. April 1 at 5pm in Boynton 209
“May”: Wed. April 29 at 5pm in Boynton 209
Weekly Calendar

I reserve the right to make changes to the calendar at any time. Should I make changes, it is my responsibility as the professor to inform the students. Changes will be posted on D2L. The following calendar is an approximation of our schedule this semester.

<table>
<thead>
<tr>
<th>Week #</th>
<th>Dates</th>
<th>Weekly Topics</th>
<th>Quiz Dates</th>
<th>Test Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Jan. 16-19</td>
<td>Course Introduction &amp; Chapter 1</td>
<td>Chapter 1 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 2</td>
<td>Jan. 20-26</td>
<td>Chapter 2</td>
<td>Chapter 2 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 3</td>
<td>Jan. 27-2</td>
<td>Chapter 3</td>
<td>Chapter 3 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 4</td>
<td>Feb. 3-9</td>
<td>Chapter 4</td>
<td>Chapter 4 Quiz Due by Sunday @ 11:59pm</td>
<td>Test #1: Chapters 1-4 Due by Sunday @ 11:59pm</td>
</tr>
<tr>
<td>Week 5</td>
<td>Feb. 10-16</td>
<td>Chapter 5</td>
<td>Chapter 5 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 6</td>
<td>Feb. 17-23</td>
<td>Chapter 6</td>
<td>Chapter 6 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 7</td>
<td>Feb. 24-1</td>
<td>Chapter 7</td>
<td>Chapter 7 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 8</td>
<td>March 2-8</td>
<td>Chapter 8</td>
<td>Chapter 8 Quiz Due by Sunday @ 11:59pm</td>
<td>Test #2: Chapters 5-8 Due by Sunday @ 11:59pm</td>
</tr>
<tr>
<td>Week 9</td>
<td>March 9-15</td>
<td>Spring Break</td>
<td></td>
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<tr>
<td>Week 10</td>
<td>March 16-22</td>
<td>Chapter 9</td>
<td>Chapter 9 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 11</td>
<td>March 23-29</td>
<td>Chapter 10</td>
<td>Chapter 10 Quiz Due by Sunday @ 11:59pm</td>
<td>Test #3: Chapters 9-11 Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 12</td>
<td>March 30-5</td>
<td>Chapter 11</td>
<td>Chapter 11 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 13</td>
<td>April 6-12</td>
<td>Chapter 12</td>
<td>Chapter 12 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 14</td>
<td>April 13-19</td>
<td>Chapter 13</td>
<td>Chapter 13 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 15</td>
<td>April 20-26</td>
<td>Chapter 14</td>
<td>Chapter 14 Quiz Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 16</td>
<td>April 27-May 3</td>
<td>Chapter 15</td>
<td>Chapter 15 Quiz Due by Sunday @ 11:59pm</td>
<td>Test #4: Chapters 12-15 Due by Sunday @ 11:59pm</td>
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<tr>
<td>Week 17</td>
<td>May 4-10</td>
<td>Final Exam Week: Application Assignment Due by Friday May 8 at 11:59pm</td>
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