

## COMSTRAT 565:

### Professional Marketing Communication Management and Campaigns

**Course Overview:** This course provides an overview of basic behavior change theories with a focus on strategic marketing campaign design and evaluation. As one of the two capstone courses of the strategic communication master's program, it will draw on the information from the previous courses. Students will learn to use theory and research to more effectively plan, design, execute and evaluate strategic communication campaigns.

**Course Learning Goals:** After completion of the course, students should be able to demonstrate how to implement and evaluate theory-driven communication campaigns.

**Course Work:** Each unit will consist of several readings. Students will respond at least ten times to the readings via posts to the course's message board. Students will complete two case studies about strategic communication campaigns that have been fielded in the past ten years. Students will also complete a final project.

**Instructor Interaction:** As you are expected to participate in this course daily I also will be active in the course space on a daily basis. It is my intention to be available mornings between 9 to 10 AM. You can expect responses to emails or other questions received outside of these times during my next "office hour".

**Late Work Policy:** Unless otherwise noted, assignments must be submitted to the professor by noon on the due date. Work submitted after the deadline (12:10 PM) will result in a 10% deduction. Work turned in the next day or later will be accepted, but will receive a 10% reduction for each business day it is late.

**Grading:** Given that this is a capstone course for the strategic communication master's program, I have high expectations for your performance and success in this class. Spelling, grammar, and punctuation count on all assignments. Any of these errors are problematic and cast serious doubt on the accuracy of the facts in your project. Multiple errors of this type will lower your grade. I expect students to read and engage with all course materials, and participate actively in class discussions via the online discussion board.

| Course Work            | Points | Percent of Final Grade |
|------------------------|--------|------------------------|
| Discussion Board Posts | 20     | 20%                    |
| Campaign Case Study #1 | 15     | 15%                    |

|                               |           |            |
|-------------------------------|-----------|------------|
| <b>Campaign Case Study #2</b> | <b>25</b> | <b>25%</b> |
| <b>Final Project</b>          | <b>40</b> | <b>40%</b> |

| <b>Grade</b> | <b>Percentage</b> | <b>Grade</b> | <b>Percentage</b> |
|--------------|-------------------|--------------|-------------------|
| A            | 93–100%           | C            | 73–76%            |
| A–           | 90–92%            | C–           | 70–72%            |
| B+           | 87–89%            | D+           | 67–69%            |
| B            | 83–86%            | D            | 60–66%            |
| B–           | 80–82%            | F            | 0–59%             |
| C+           | 77–79%            |              |                   |

**Discussion Board Posts:** Students will be expected to post thoughts, comments, and questions related to the readings at least ten times during the semester. It is my expectation that posts will be well-thought out, well-written, and academic in nature.

**Campaign Case Studies:** Each student will choose a communication campaign that has previously been fielded. You will then write and design a three-page case study that discusses theoretical applications, message construction, and evaluation of the campaign. The case study must be graphically designed. The first case study is worth 15% of your grade. The second case study is worth 25% of your grade.

**Final Project:** Each student will complete a final strategic communication campaign proposal on a particular topic or for a particular organization. Students will work with the professor at the start of the semester to identify the topic or organization that will be the focus of this semester-long project. Students will gather information and collect formative research to prepare a proposal for a theory-based campaign.

**Incomplete Grade Policy:** The standard policy is below, although instructors/departments can edit as desired.

Incompletes are granted only with permission of the instructor and are subject to the following guidelines:

1. Students must request an incomplete in writing or by e-mail from the instructor before the end of the semester.

2. The request must be signed and dated by the student (or identified by student's e-mail address), and must explain the reasons behind the request for the incomplete.
3. In order to be considered for an incomplete, **there are two main conditions:**
  - a student must complete a minimum amount of the assigned course work. Specifically, a student must complete 75 percent of the course work.
  - a student must have a mathematical possibility of passing the class. A passing grade is 60 percent or above for the entire course.
4. If extraordinary circumstances (e.g., family emergency, serious illness) are involved and are documented to the instructor's satisfaction, the professor/ instructor retains the discretion to grant an incomplete even if the minimum conditions outlined in item 3 above are not met.

If an incomplete is granted, the standard WSU policy applies (i.e., ALL work must be completed within one full year from the end of the enrollment semester at issue. Otherwise, an automatic grade of "F," or failing, will be entered on the student's transcript).

## Academic Regulations

Students enrolled in distance courses are subject to the same WSU academic regulations as on-campus students. A complete listing of the WSU academic regulations is available online ([Academic Regulations](#); select "Printable" next to "List All Academic Regulations" to view a printable list of all regulations).

## Disability Accommodations

Reasonable accommodations are available for students with a documented disability. DDP and the Disability Resource Center (DRC) work together to provide reasonable accommodations for students who have documented disabilities and who are registered both with DDP and the DRC. DDP's liaison to the DRC will assist you in getting started. To begin this process, contact DDP (800-222-4978 or [distance@wsu.edu](mailto:distance@wsu.edu)). We strongly recommend that you notify us as soon as possible. All accommodations must be approved through the Disability Resource Center.

If you have questions, please contact the DRC at [DRC.FrontDesk@ad.wsu.edu](mailto:DRC.FrontDesk@ad.wsu.edu) or 509-335-3417. Additional information is available on the DRC website: <http://www.drc.wsu.edu>.

## Online Collaboration:

Threaded discussion posts in online course spaces are an integral part of online learning environments. In certain courses, assessment of discussion posts is included as part of the final grade.

WSU is committed to the rights of all community members to freedom of expression and academic freedom. In order to protect the rights of all participants and to preserve the educational tone of online course spaces, the following rules apply:

1. Postings must be germane to the subject matter.
2. Postings must comply with WSU's policy on appropriate use of computing resources: <http://www.wsu.edu/ElectronicPolicy.html>.

3. Illegal postings or postings that violate WSU policies, including those regarding harassment and discrimination or the Standards of Conduct for Students, are not permitted.
4. Postings that are threatening to others are not permitted.

Instructors have the authority to remove posts that violate these rules. Continued postings in violation of these rules may result in removal of access rights, course failure, and, when appropriate, referral to the Office of Student Conduct.

In addition to the netiquette guidelines for online collaboration, you will be expected to participate in the online discussions in a way that engages with the topic and with the other participants. An overview of the criteria used in this course to evaluate your participation through your original and response posts is provided in the online course space, if applicable.

## Critical Thinking

The ability to think and write critically are essential skills in many walks of life. Critical thinking skills are developed and refined through practice, self-reflection, and the critique and support of peers and instructors. Throughout this course you will have many opportunities to exercise your analytical thinking, synthesize information, and apply knowledge to real-life situations. To help facilitate your thinking and writing, the "Critical Thinking Rubric" is provided in the online course space, if applicable, to assess your own writing and that of other students. Please review it carefully before completing each activity.

## Technical Support

If you need technical assistance, please expand the **Content** folder in the Map menu on the left by clicking the plus sign (+), then select **Technical Support**.

## DDP Student Help Centers,

DDP understands that navigating the academic world may be confusing – that is why we have created the DDP [Help Centers](#), a central location where students can find information on a variety of topics. Take a moment to check out the many links available in the various help centers. Below are just a few important links to information in the help centers we would like to bring to your attention:

- Please review "Tuition & Fees" in the [Finance Center](#). Tuition is due on the first day of the semester, and WSU does not mail billing statements.
- If you are a new DDP student, information to assist you with online learning is available under "Resources and Tips" in the [New DDP Students Center](#). In this section you will find study tips, resources, and skills to give you a good head start in assuring success with your course.
- Also check out [myDDP](#), your personal DDP Web page where you can find quick links to important information, upcoming DDP events, deadlines and more. The quick link "Go to myDDP" is available from every page in the help centers, found in the upper right part of the page.

## Library Support,

All students enrolled in Washington State University distance courses can use the WSU Libraries online databases and receive reference and research assistance from the Distance Degree Library Services (DDLS). Enrolled students can also borrow books and other circulating material and receive photocopies of journal articles.

Visit the DDLS Web page ([DDLS](#)) for links to the WSU online database and library support information.

## eTutoring,

As a WSU student you have **unlimited FREE** access to eTutoring.org, a tutoring platform that enables students and tutors to collaborate in an online environment. This is not a course requirement, but simply an available resource that you may utilize as needed.

Currently, eTutoring is available for Accounting, Anatomy & Physiology, Biology, Chemistry, Math and Calculus, MS Office 2007, Spanish, Statistics, and Writing! With three ways to access a tutor you can choose the one that best fits your needs...

- Use the Online Writing Lab that allows students to submit a draft of a paper to a tutor, ask for specific feedback, and receive a tutor's response within 24-48 hours.
- Access live eTutoring via eChat that allows students to meet with a tutor in one-on-one tutoring sessions via a fully interactive, virtual online environment.
- Utilize the offline eQuestions that allow students to leave a specific question for an eTutor, who will respond within 24-48 hours.

The list of available tutoring subjects can be found on the <http://etutoring.org/login.cfm?institutionid=176> site.

For more information on accessing and setting up your eTutoring account, visit: [http://online.wsu.edu/current\\_students/as\\_eTutoring\\_start.aspx](http://online.wsu.edu/current_students/as_eTutoring_start.aspx)

## DDP Academic Calendar,

Please review the current DDP [Academic Calendar](#) to become familiar with critical deadlines.

## On Campus Safety.

Washington State University is committed to maintaining a safe environment for its faculty, staff, and students. Safety is the responsibility of every member of the campus community and individuals should know the appropriate actions to take when an emergency arises. In support of our commitment to the safety of the campus community the University has developed a Campus Safety Plan, <http://safetyplan.wsu.edu>. It is highly recommended that you visit this web site as well as the University emergency management web site at <http://oem.wsu.edu/emergencies> to become familiar with the information provided.