

**COMM 431 Campaign Development**  
**Fall 2018**  
Course Syllabus

Tuesday 7:00-9:30 p.m.  
Studio 100

**Instructor**

Dr. Chris Yim

211, School of Communication

[myim@luc.edu](mailto:myim@luc.edu)

Office Hours: 6:00 to 7:00 pm on Tuesday by appointment

**Course Description:**

This course tries to make the complex process of strategic campaign planning easily understandable, and practically applicable by taking step- by- step approaches – research, planning, implementation, and evaluation. The course consists of four pillars: (1) understanding research and planning, (2) knowing how to make strategic choices, (3) making selection from an expanding inventory of tactical choices, (4) completing the process by evaluating program effectiveness. By analyzing the previous campaigns and exploring specific solutions, students can lead discussion of cases and group activities to create the alternative scenarios. The campaign cases includes a wide range of corporate social responsibility, activism, consumer relations, issues management and crisis communication.

**Outcome:**

- a. To give students practical, hands-on experience formulating strategies and tactics to help resolve issues and capitalize on opportunities.
- b. Students come up with their own campaign proposal consisting of research, action and evaluation plans including budget and expected outcome.

**Required Textbook:**

Luttrell, R. M., & Capizzo, L. W. (2018). Public Relations Campaigns:  
An Integrated Approach. SAGE Publications.

Print ISBN: 9781506332512, 150633251X

eText ISBN: 9781506332529, 1506332528

**Class Principles**

- a. Attend on time: any unexcused late arrivals and absences will result in a lower participation grade.
- b. Meet deadlines: any work turned in after the deadline will receive one letter grade reduction, even if by one day.
- c. No plagiarism and respect academic integrity: plagiarism will result in an automatic failure in this course. Further information, refer to at: <http://www.luc.edu/soc/Policy.shtml>.

- d. Special needs: please give me written notice in the first week of class about any medical or other conditions that may interfere with your individual performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>

**Grade Guideline:** The specific guideline will be offered on Sakai before each deadline

- a. Attendance: 10%
- b. Assignment presentation and class discussion: 30 %
- c. Mid -term exam: 20% (take-home essay)
- d. Final presentation (10%) and final paper (20%): 30 %
- e. Peer review on final presentation:10%

### **Assignment Presentation and Class Discussion**

- a. Assigned individuals need to prepare for a power point presentation to lead a class discussion (20 min. presentation plus discussion)
- b. To make an exciting learning environment, students must come prepared and have a thorough knowledge of the assigned cases. In addition to course text book and materials, please do your own research in a topic area or trace the case from its origins to its conclusion.
- c. Databases, such as the newspaper database LexisNexis, and organizational websites are great resources for background material. Websites often include mission statements, archived news releases, annual reports, historical information, and more. Activist sites can offer different views and their own evidence about certain issues and events.
- d. The campaign cases can be found in text book or course resource materials on Sakai. Otherwise, students can browse <https://scholar.google.co.kr> or Loyola library resources.
- e. Absence or lack of discussion is subject to a zero grade for assignment presentation and discussion points.

## Course Schedule

### **Week 1. Aug. 28. Chapter 1. Introduction to Integrated Campaigns**

### **Week 2. Sept. 4. Chapter 2. Strategic Communication Campaign Fundamentals**

1. Hardy, E. E., & Waters, R. D. (2012). Identifying the norms of professional practice: Reviewing PRSA's Silver Anvil award-winning campaigns. *Public Relations Review*, 38(5), 898-905.

### **Week 3. Sept. 11. Chapter 3. Understanding PESO**

2. The Proud Whopper—Be Your Way Campaign, Campaign Focus: Community Relations
3. Sutherland, K. E. (2016). Using propinquity loops to blend social media and offline spaces: A case study of the ALS Ice-Bucket Challenge. *Media International Australia*, 160(1), 78-88.

### **Week 4. Sept. 18. Chapter 4. Research, Part 1: Diagnosis and Developmental Research**

4. Jordan, A., Piotrowski, J. T., Bleakley, A., & Mallya, G. (2012). Developing media interventions to reduce household sugar-sweetened beverage consumption. *ANNALS of the American Academy of Political and Social Science*, 640(1), 118-135.

### **Week 5. Sept. 25. Chapter 5. Research, Part 2: Goals**

5. #WeighThis—Redefining Self-worth from Lean Cuisine 13  
Campaign Focus: Rebranding
6. Allagui, I., & Breslow, H. (2016). Social media for public relations: Lessons from four effective cases. *Public Relations Review*, 42(1), 20-30.

### **Week 6. Oct. 2. Chapter 6. Objectives**

7. Cookie Care Delivers Sweet Results for Doubletree by Hilton Hilton Worldwide : Campaign Focus: Global Relations
8. Ginesta, X., Ordeix, E., & Rom, J. (2017). Managing content in cross-cultural public relations campaigns: A case study of the Paris terrorist attacks. *American Behavioral Scientist*, 61(6), 624-632.

*Take-home essay due Oct. 5*

### **Week 7. Oct. 9 : Mid-Semester Break- No Class**

### **Week 8. Oct. 16. Chapter 7. Strategies**

### **How to Build an Integrated Campaign Strategy around PESO**

9. MasterCard Bites into Apple Pay Based on PRSA Silver Anvil Award Winner MasterCard :  
Campaign Focus: Product Launch

10. Briggs, M., Grella, L., Burton, T. A., Yarmuth, M., & Taylor, T. (2012). Understanding and engaging key influencers of youth in high-risk urban communities a review of the literature. *Social Marketing Quarterly*, 18(3), 203-220.

### **Week 9. Oct. 23. Chapter 8. Tactics**

10. Cinnamilk by General Mills: From General Mills. Campaign Focus: Promotional
11. Guidry, J. P., Jin, Y., Orr, C. A., Messner, M., & Meganck, S. (2017). Ebola on Instagram and Twitter: how health organizations address the health crisis in their social media engagement. *Public Relations Review*, 43(3), 477-486.

### **Week 10. Oct. 30. Chapter 9. Implementation**

12. Missing Type—U.K.'s national health service  
Campaign Focus: Public Health, Crisis Communication, Community Engagement
13. Doan, M. A., & Toledano, M. (2018). Beyond organization-centred public relations: Collective action through a civic crowdfunding campaign. *Public Relations Review*, 44(1), 37-46.

### **Week 9. Nov. 6, Chapter 10. Reporting and Evaluation**

14. Cans Get You Cooking: Can Manufacturers with Hunter Public Relations  
Campaign Focus: Consumer Products
15. Adi, A. (2015). Occupy PR: An analysis of online media communications of Occupy Wall Street and Occupy London. *Public Relations Review*, 41(4), 508-514.

### **Week 10. Nov. 13. Chapter 11. Formulating an Integrated Campaign—Case Studies**

16. Responding to “Ferguson”: From Tragedy to Positive Change  
: Washington University in St. Louis, Campaign Focus: Internal Communication
17. Harambe’s Last Day at the Cincinnati Zoo and Botanical Garden  
Campaign Focus: Crisis Communication, Strategic Communication
18. Melkote, S. R., Moore, D., & Velu, S. (2014). What makes an effective HIV/AIDS prevention communication campaign? Insights from theory and practice. *Journal of Creative Communications*, 9(1), 85-92.
19. Allagui, I. (2017). Towards organisational activism in the UAE: A case study approach. *Public Relations Review*, 43(1), 258-266.

### **Week 11, 12 (Nov. 20 / 27): Individual Campaign Presentation and Discussion**

### **Week 13 (Dec. 4): Final Paper Submission**