

**COMM 431 Campaign Development**  
**Fall 2019**  
Course Syllabus

Tuesday 7:00–9:30 pm.

SOC 013

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

**Course Description:**

- a. This course aims to develop strategic campaign planning that is easily understandable and practically applicable.
- b. The course consists of four tenets: (1) understanding research and planning, (2) knowing how to make strategic choices, (3) making a selection from an expanding inventory of tactical decisions, and (4) completing the process by evaluating program effectiveness.
- c. By analyzing the campaign cases and exploring specific solutions, students can lead a discussion of cases and group activities to create alternative scenarios.

**Outcome:**

- a. Hands-on experience formulating strategies and tactics to help resolve issues and capitalize on opportunities.
- b. Students come up with their campaign proposal consisting of Research, action, and evaluation plans.

**Required Textbook:**

- a. Luttrell, R. M., & Capizzo, L. W. (2018). *Public Relations Campaigns: An Integrated Approach*. SAGE Publications.  
ISBN 9781134060344

**Additional Readings:**

- a. Students will be expected to be regular readers of some or all of the following: PRWeek, the Holmes Report, IPR Research Letter, PR News, AdAge Daily, Adweek, and other selected trade and business publications and sites that cover aspects of campaign development.

**Participants' Role and Must-Knows**

- a. Participants are expected to complete readings and assignments on time: any work turned in after the deadline will receive one letter grade reduction, even if by one day.
- b. Participants must attend the class on time: any unexcused late arrivals and absences will result in a lower participation grade.
- c. It is the participant's responsibility to contact the instructor if she/he has questions about the course content or assignment by email or Q&A section on Saki. The response will be

- made within 24 hours.
- d. Participants should log into Sakai several times a week to check for updates and instructor feedback.
  - e. No plagiarism and respect academic integrity  
Plagiarism will result in an automatic failure in this course. For further information, please refer to <http://www.luc.edu/soc/Policy.shtml>.
  - f. Special needs: please give me written notice in the first week of class about any medical or other conditions that may interfere with your performance. For further information, refer to <http://www.luc.edu/sswd/index.shtml>.
  - g. Managing life crises and finding Support  
Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral ([LUC.edu/csaa](http://LUC.edu/csaa)) for yourself or a peer in need of Support. To learn more about the Office of the Dean of Students, please find their websites here: [LUC.edu/dos](http://LUC.edu/dos) or [LUC.edu/csaa](http://LUC.edu/csaa) (*For Further information, please contact 773- 508-8840/ deanofstudents@luc.edu.*)

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

- a. Attendance: 10%
- b. Assigned case presentation: 10%
- c. Case discussion activity in class: 10%
- d. Weekly reading and reflection on campaign cases on Sakai: 10% (upload reflection on discussion forum site)
- e. Group assignments: 30%
- f. Final paper: 25%
- g. Peer review on your final presentation: 5%

### **Assigned Case Presentation and Class Discussion**

- a. Individuals need to prepare for an assigned campaign case in a PowerPoint presentation to lead a class discussion (Max 10 pages and 15 mins presentation plus discussion)
- b. The contents include as such:
  - Issue statement: background
  - Find and evaluate supporting theories.
  - Review the appropriateness of the research method and implementation.
  - Evidence is presented clearly: strategies and tactics are well balanced.
  - Your key takeaways & improvement recommendation
- c. To make an exciting learning environment, other students must come prepared and have a thorough knowledge of each case. Therefore, in addition to the course textbook and materials, please research a topic area or trace the case from its origins to its conclusion.
- d. 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, and historical information.

- e. The campaign cases can be found in textbooks or course resource materials on Sakai. Otherwise, students can browse <https://scholar.google.co.kr> or Loyola library resources, including WARC.
- f. Absence or lack of discussion is subject to a zero for class discussion points.
- g. Presenters need to arrive in 5 mins. earlier before the class starts and be ready to present.
- h. Other students should read the campaign case and submit 100 words reflection under the discussion forum on Sakai due date. The designated discussants should be prepared to share what they find during the class.

### Final paper proposal due Oct 13

- a. Based on your choice of brand, or company, or government policy that you want to create, or revitalize, or recover its values, you need to explain why your campaign is most needed in the issue statement along with what you achieve in your campaign in the 150-word limit.

### Final paper due Dec 8

- a. Evaluation criteria
  - Unique subject selection (It is not a case study. It is a brand-new campaign that you come up with)
  - Logical approaches to finding the right conversation, the right people, and the right channel (step-by-step approaches in the course)
  - The campaign is persuasive enough to change the current status with the solution (campaign idea)
- b. Recommended table of contents  
 Executive summary > Research & Finding -> Analysis-> Insight-> Strategies > Big Idea > Tactics-> Budget -> Evaluation  
*\*Research method should include one qualitative plus one quantitative approach*

### Course Schedule

- a. The schedule and assignment topics are subject to change according to situational conditions.

	Agenda	Case discussion schedule
Aug 27	Syllabus orientation and introduction	
Sept 3	Chapter 1 / 2. Strategic communication campaign fundamentals	1. Art Series Hotels: Overstay Checkout
Sept 10	Chapter 4 / 5. Research method	2. Human beans: Understanding the coffee consumer without asking a single question
	Content analysis, survey & in-depth interview, etc.	
	Dummy briefs provided, find the issue statements – 1st group work.	

Sept 17	TOWS Analysis -2nd group work	3. Glad: Stronger stand against waste
Sept 24	Insight drilling -3rd group work	4. Gillette: Babyface
Oct 1	Chapter 5/ 6. Goals & Objectives - in-class group work	5. Pete and Gerry's OrganicEggs: #EggsAreHealthy
Oct 8	Mid-Semester Break- No Class	Final individual campaign proposal due Oct 12 (150 words limits)
Oct 15	Chapter 3/ 7/ 8.  Strategies & Tactics Positioning & integrated campaign strategy around PESO	Five minute-presentation on an individual proposal for peerreview  6. How Warby Parker disrupted the eyewear category
Oct 22	Chapter 9/10. Implementation and evaluation	7. Behavioral economics: How Obama's team nudged the voters
Oct 29 Nov 5	Chapter 11 and more Formulating integrated campaign & Global account management	8. National Safety Council: Prescribed To Death 9. Moms Demand Action: Groceries, not Guns 10. The United Nations: The People's Seat
Nov 12	No Class: Self-study on your final paper Please be ready to have your research insight and big idea on your campaign for Nov.1	
Nov 19	Individual meetings & consultation on your final campaign	
Nov 26	Individual campaign presentation and discussion (peer review)	10 mins 10 slides presentation → status update on your final paper
Dec 8	Final Paper Submission	

-The End-