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

Instructor
Dr. Chris Yim
211, School of Communication
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:

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 textbook 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 textbook 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


2. The Proud Whopper—Be Your Way Campaign, Campaign Focus: Community Relations


5. #WeighThis—Redefining Self-worth from Lean Cuisine 13 Campaign Focus: Rebranding

7. Cookie Care Delivers Sweet Results for Doubletree by Hilton Hilton Worldwide: Campaign Focus: Global Relations

Take-home essay due Oct. 5

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

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


12. Missing Type—U.K.’s national health service
   Campaign Focus: Public Health, Crisis Communication, Community Engagement


   Campaign Focus: Consumer Products


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


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

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