



**COMM 431 Campaign Development**  
**FALL 2017 Monday 7:00-9:30 p.m.**  
**Studio 100**

**Instructor: Dr. Chris Yim**  
**223E, School of Communication**  
**[myim@luc.edu](mailto:myim@luc.edu)**

**Office Hours: Monday 6:00 to 7:00 pm by online appointment only**

**1. Course Description:**

This course tries to make the complex process of strategic campaign planning easily understandable, and practically applicable by taking through 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.

**2. Outcomes:**

As a final outcome, students come up with their own campaign proposal consisting of research, action and evaluation plans including budget and expected outcome.

**3. Reference book:**

Strategic planning for public relations.

Author: Ronald D. Smith

Publisher: Taylor & Francis

Publication Date: 2017

ISBN: 1351983377.

**4. 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 for each week it is late, 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>

**5. Grade Guideline**

- a. Attendance, engagement and assignment: 30 %
- b. Mid -term exam: 20% (take-home)
- c. Proposal for final paper: 10%
- d. Final presentation and final paper: 30 %

- e. Peer review on final presentation:10 %
- ❖ The specific guideline will be offered on Sakai before each deadline

## 6. Class Schedule

\*Paper readings and case studies will be assigned on weekly basis. All readings will be made available on Sakai, or on reserve at the Lewis Library.

| Schedule                   | Date                          | Overview  | Remark  |
|----------------------------|-------------------------------|---|---|
| Week 1                     | Aug. 28                       | Course overview and Introduction<br><br><u>Part I. Warming up</u><br>1) Why Strategic Public Relations?<br><ul style="list-style-type: none"> <li>● Changes in media scene, consumers proactive engagement</li> <li>● Demand on strategic campaign planning</li> </ul>  | <i>Reading Assignments on weekly basis</i>                    |
| Week 2                     | Sept.4                        | Labor Day, No class   | Sept. 5 (Tuesday)<br>Last day to withdraw without a "W" grade |
| Week 3                     | Sept.11                       | 2)Foundation of Public Relations<br><ul style="list-style-type: none"> <li>● The Role of PR<br/>Successful campaigns</li> </ul>   |   |
| Week 4                     | Sept.18                       | <ul style="list-style-type: none"> <li>● Digital Dilemma and Social Media</li> <li>● Challenges and Opportunities</li> </ul>  |   |
| Week 5                     | Sept.25                       | <ul style="list-style-type: none"> <li>● Persuasion and Influence</li> </ul>  |   |
| Week 6                     | Oct. 2                        | <u>Part II. Campaign Planning Process</u><br>1)Formative Research<br><ul style="list-style-type: none"> <li>● Situation Analysis: external environment, organization, public</li> </ul><br>2)Strategies and Tactics<br><ul style="list-style-type: none"> <li>● Goals and Objectives</li> <li>● Formulate action and response strategy</li> <li>● How to choose and mix communication tactics</li> <li>● Implement the strategic plan, schedule, budget, evaluation criteria</li> </ul> |   |
| Week 7                     | Oct. 9                        |   | <b>Mid-Semester Break-<br/>No Class</b>                       |
| Week 8<br>Week 9<br>Week10 | Oct. 16<br>Oct. 23<br>Oct. 30 |   | <b>Take-home exam post on Sakai on Oct.16.</b>                |
|                            |                               |   | <b>Student's initial</b>                                      |

|                    |                  |  |  |
|--------------------|------------------|--|--|
|                    |                  |  | proposal on their final term presentation subject w. 500 words until Oct. 30 (End of Day). |
| Week 11<br>Week 12 | Nov. 6<br>No. 13 | 3)Evaluation <ul style="list-style-type: none"> <li>● Research design</li> <li>● When to evaluate</li> <li>● Methodology</li> <li>● Data analysis</li> <li>● Evaluation report</li> </ul>  |  |
| Week 13            | Nov.20           | <u>Part III. Real Success Cases</u> <ul style="list-style-type: none"> <li>● Marketing PR campaign in social media</li> <li>● Corporate campaign <ul style="list-style-type: none"> <li>- Employee relations</li> <li>- Community relations</li> <li>- Reputation management</li> <li>- Issue and crisis management</li> </ul> </li> </ul> |  |
| Week 14            | Nov.27           |  |  |
| Week 15            | Dec .4.          | Individual Term Paper Presentation and Discussion  |  |

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