

**SYLLABUS FOR COM432
COMMUNICATION CAMPAIGNS**

Semester 1 2011-2012

General Information

Lecturer : Ms Melina Chua & Dr Yeoh Kok Cheow
Office : #03 - 07 / # 03 -17, WKWSCI Building
Contact : melinachua@ntu.edu.sg / kcyeh@ntu.edu.sg
Office Hrs: By appointment

Lectures : *Monday 3:30 - 5:30 PM*
Tutorials : *Thursday 11:00 AM - 1:00 PM (SR2 and TR3 [To be determined])*

Note:

Do maintain comprehensive class notes because class lectures will contain information and case examples that are useful for your grasp of the subject. The course contains a mixture of theoretical and practical information. You will be assessed on your performance and participation in tutorials as well as in a written exam.

Recommended readings

Parente, D. (2006). Advertising campaign strategy: a guide to marketing communication.
Gregory, A. (2009). Planning and managing public relations campaigns: a strategic approach.
Wilcox, D. & Cameron, G. T. (2008). Public Relations, Strategies and Tactics.
Sayre, S. (2005). Campaign Planner for Integrated Brand Communications.
Semenik, R. J. (2002). Promotion and Integrated Marketing Communications.

Course Description & Objectives

Published course description: The creation, production, performance, and dissemination of various forms of publicity to support a range of comprehensive communication campaigns. It focuses on the components and effective implementation of campaigns through the gamut of both traditional and 'new', non-traditional forms of marketing such as experiential, online, events, guerilla and ambient marketing.

Course Objectives: Based on the above description, this course is designed to provide you with an opportunity to learn how to put together a communication campaign for a brand or organisation of your choice. In doing so, you will apply the knowledge you acquire in class lectures, course readings, as well as the information you have learned in other relevant classes. You will work on developing a range of campaigns-related assignments in groups, which should also help you develop the skills needed to work cohesively in a small group environment.

Lecture and Work Schedule

This course is intended to be a "hands-on" experience for you. As a result, you will be required to spend time during class meetings and outside of the classroom to work on your campaign assignments. The CA component of this course is very high as a result of these expectations and requirements. You

need to bear this in mind from the very outset and plan your time management for this and the other courses you are taking appropriately.

Assessment Components

The grading scale for this class is based upon the quality of work expected of college students in an upper division (third or fourth year) course.

➤ Attendance /Punctuality/Discussion participation	20%
➤ Tutorial weekly	- Content 10%
➤	- Presentation 10%
➤ Final campaign	30%
➤ Examination	30%

Note: Each member of a group may not receive the same group grade unless there is sufficient evidence of equal participation in the group project. Individual contributions to the group activity will be closely monitored including through peer evaluations. If it is evident that an individual has not put an equal amount of work as others in the group, that person should expect to receive a lower group grade.

Course Policies

The following are some of the policies that you are expected to observe to maintain the decorum of the classroom. Others may be added to this list as the semester progresses and a need arises.

1. You are expected to attend all classes. This is particularly important because of the nature of this course and the group assignment. Absenteeism will affect your individual and group grade. Group members should note this and consider it during peer evaluation purposes as well.
2. You are expected to be punctual to class.
3. Please allow your lecturers a reasonable time to respond (at least two working days) to any of your e-mails or enquiries.
4. The deadline will not be extended for any assignments.
5. There will be no "make up" opportunities for missed assignments. You will receive 0 for missed assignments.
6. The use of hand phones while the class is in session (receiving or making calls or reading/sending SMS messages) is considered disruptive behavior. You can expect to be dismissed from the class meeting if you engage in such disruptive behavior without warning. If there is an express need for you to be accessible via your hand phone, please seek permission to do so BEFORE the class begins.
7. You may be required to bring your laptop for your in-class assignments or group works. The use of a laptop should be for class works ONLY. No personal uses such as Facebook, web surfing, checking emails (irrelevant to the course), etc.

Policy on Plagiarism

All work presented in this class must be the product of your own effort. Your work should not be copied without appropriate citation from any source, including the Internet. Any student caught presenting work which is not his or her own will face disciplinary action, which may include award of zero marks for the assignment, receiving a failing grade for the class, or being expelled from the university. This policy applies to all work submitted, either through oral presentation, or written work, including outlines, briefings, group projects, self-evaluations, etc. You are encouraged to consult us if you have questions concerning the meaning of plagiarism or whether a particular use of sources constitutes plagiarism.

COM432: Communication Campaigns

Class Schedule (subject to change as required)

Please note that additional readings will be assigned accordingly

WEEK	LECTURE	WEEK	TUTORIAL
I Aug 8	Introduction to the Course Introduction to Lecturers Q&A	I Aug 11	No tutorial
II Aug 15	Understanding Campaigns - their purpose, their function Goals, objectives and strategies	II Aug 18	Identification of brands/clients for the final presentation chosen from 3 broad categories: global brands, public service, NGOs. Team allocation
III Aug 22	Analysing Briefs Target identification Managing audiences - Internal and External Investigation & SWOT analysis	III Aug 25	On-going application of lecture to final project
IV Aug 29	Communication Planning - a ten-step guide Campaign Components and Implementation - from events, promotions to sponsorships	IV Sep 1	On-going application of lecture to final project
V Sep 5	Research (primary and secondary) and Evaluation	V Sep 8	On-going application of lecture to final project
VI Sep 12	Campaignability and the Big Idea - Case Studies	VI Sep 15	On-going application of lecture to final project
VII Sep 19	The Function of Design in Campaign Strategy - its role in the greater marketing plan	VII Sep 22	On-going application of lecture to final project
RECESS WEEK: Sep 26 - 30, 2011			
VIII Oct 3	Design and Visual Management in Campaigns	VIII Oct 6	On-going application of lecture to final project
IX Oct 10	Political and Public service campaigns	IX Oct 13	On-going application of lecture to final project
X Oct 17	<i>E-learning week. Topic: TBD</i>	X Oct 20	TBD
XI Oct 24	Campaign Online - Making the max of the Internet	XI Oct 27	On-going application of lecture to final project
XII Oct 31	Ethics and Corporate values Globalisation, Multiculturalism and Campaign Application	XII Nov 3	No assignment Preparation for presentation
XIII Nov 7	Revision	XIII Nov 10	Final presentation
EXAMINATION: Nov 23, 2011			