



# Course Assignments (500 points)

*Additional instructions will be provided in class and on Canvas.*

## Attendance & Scholarly Conduct (50 pts., 10%):

The class requires you to attend and actively participate in class. Beyond just showing up, I expect that you will have read the assigned material and will get involved in class discussion and activities. You will earn at best a “C” for this aspect of your grade if you consistently attend class and pay attention but do not participate. You will fail this aspect of your grade if you consistently attend class but are distracted or disengaged. Arriving late or leaving early count as half an absence. Each unexcused absence beyond 3 will result in a 3-point reduction from your attendance and scholarly conduct grade in addition to the points you lose for not being in class to participate. More than 12 total absences may result in failure of the course. If you miss class, it is your responsibility to communicate with me (preferably in advance) about make-up work.

Please **do not** come to class if you experience any CDC-described symptoms for COVID-19 (fever, cough, shortness of breath, diarrhea, and/or the loss of taste or smell). You should contact Health Services immediately and then inform your professors and coach(es). Students are expected to follow the Gentlemen’s Rule and following the above is an important part of this so we can all make and keep our campus safe and healthy. This is a crucial way that WAF!

## Case Study Responses (210 pts., 42%):

For six case studies, you will post your response to a prompt on Canvas (20 pts. ea.) and engage your peers’ responses (15 pts. ea.) to foster engagement with the case study as it relates to course material.

## Case Study Essay (120 pts., 24%):

You will complete a research project about a specific strategic communication campaign case of your choosing. This capstone project that will emulate our class case studies and demonstrate your mastery of course material. You will submit a proposal, bibliography, and final essay.

## Exams (120 pts., 24%):

You will take two exams (60 pts. ea.) designed to test your understanding of course material. We will discuss format and content coverage in class.

# Student Learning Outcomes

As reflected in Literature/Fine Arts Distribution category

- **Analyze and interpret texts:** Students should be able to analyze strategic communication artifacts they encounter in their daily lives.
- **Recognize the importance of context:** Students should be able to recognize and analyze how context and audience influence strategies and tactics, particularly in the areas of advertising, health campaigns, and crisis communication.
- **Demonstrate disciplinary literacy:** Students should be able to identify theories and concepts relevant to the study of strategic communication.

COURSE GRADING SCALE			
Grade	Points	Grade	Points
A	465-500	C+	385-399
A-	450-464	C	365-384
B+	435-449	C-	350-364
B	415-434	D	300-349
B-	400-414	F	<300

## COURSE POLICIES

**Creating an Inclusive Classroom:** I am committed to your success in the class and to fostering an inclusive space. Talk to me if you struggle with the readings, wrestle with how to take notes, or want to generally discuss how to maximize your learning. If there are circumstances that affect your class performance, please let me know as soon as possible so that we can collaboratively discuss how to proceed.

Students with disabilities (apparent or invisible) are invited to confidentially discuss their situation with the disability coordinator, Heather Thrush, Associate Dean of Student Engagement and Success. If a student wishes to receive an academic accommodation, he must have documentation on file with Ms. Thrush (Center Hall 112A, x6347, thrushh@wabash.edu).

### Course Assignments & Readings:

- *Class meetings will largely build on, not duplicate, readings.*
- Late written assignment is penalized 5% per 24-hours late (max. 50%)
- Late policy not apply to online engagement, which receive a zero if late

### Written Assignment Guidelines:

- Typed, double-spaced, 11- or 12-pt font
- Must be submitted to Canvas, not email, in .doc or .rtf format
- Be sure to proofread written work before submitting

### Emergency Procedures:

- **FIRE:** Proceed to nearest exit and join me and your classmates on the mall to ensure everyone got out of the building.
- **TORNADO:** Shelter under your desk.

**Academic Honesty:** The Gentleman's Rule should guide your academic honesty in this course. This means:

- All work you produce is your own original work, not "borrowed" from someone or somewhere else, recycled from other courses, or completed with others (unless **unmistakably** permitted)
- All written and oral work drawing upon other sources must **explicitly** reference those sources using MLA, APA, or Chicago style format

At my discretion, cases of misconduct may be reported to the Registrar and/or result in failing the assignment or course.

**Writing Center:** The Wabash Writing Center (on the second floor of the Lilly Library) is able to help with all facets of paper writing (from outlining and drafting to researching and proofreading). Go here <https://www.wabash.edu/ace/writing>, select the button labeled "Click HERE to make an appointment," and register in the scheduling system.

### Social Distancing:

- We will socially distance per CDC, the state of Indiana, and Wabash College guidelines.
- Seating will be spread out and you will **maintain the same seat throughout the semester**.

**Quarantine & Isolation:** If you cannot attend class due to COVID or related symptoms but the rest of the class is meeting in-person, please contact me as soon as possible to make arrangements. If you are out of class for a week or more, I may give you an alternative assignment.

## CLASS DISCUSSION

Class discussion will address personal and political issues requiring you to set forth your own ideas that reflect your biases. In creating a productive environment, you should attempt the following personal measures:

- Carefully consider how your own position, values, beliefs, and upbringing might predispose you to assume certain things about the world and your fellow classmates.
- Avoid making statements that you believe are categorically "true." All points are arguments requiring support more than just "feeling."
- Treat your fellow classmates' arguments as you would like them to treat yours: a valid and worthwhile consideration.
- Refrain from overly hostile or disrespectful comments seeking to shut down or "win" arguments.

## Required Course Materials

All course readings and assignments are available on the RHE 270 Canvas site. I recommend you print out course readings to annotate. You should budget ≈\$30 (600 pages, single-sided) for printing.

# Course Schedule

*Readings, assignments, and due dates are subject to change. You should complete assignments for class on the date they are listed.*

## DATE      TOPIC

M, 1/25      Course Introduction: What is "Strategic Communication"?

### MODULE 1: MARKETING AND ADVERTISING

W, 1/27	Understanding Consumer Decision Making Read Frymier & Nadler, "Elaboration Likelihood Model"; Kotler et al., "The New Customer Path" ( <a href="#">full book</a> ; chapter pdf)
F, 1/29	Marketing Strategy: Marketing Analysis Read <a href="#">B2U</a> , "Scanning the Environment: PESTEL Analysis"; <a href="#">M16 Marketing</a> , "The Definitive Guide to SWOT Analysis" Optional: <a href="#">Porter</a> , "The Five Competitive Forces that Shape Strategy" (2008)
M, 2/1	Marketing Strategy: Branding Read Varey, "The Brand Communicator" ( <a href="#">full book</a> ; chapter pdf)
W, 2/3	Marketing Strategy: Marketing Mix Read Varey, "The Marketing Mix as Social Communicator" ( <a href="#">full book</a> ; chapter pdf) Optional: Scott, ch. 1 & 2 from <i>The New Rules of Marketing &amp; PR</i> ( <a href="#">full book</a> ; chapter pdf)
F, 2/5	Marketing Research: Segmentation, Targeting, & Positioning (STP) Read Paley, "How to Manage Your Markets" ( <a href="#">full book</a> ; chapter pdf)
M, 2/8	STP Cont. (Zoom) Watch Drury, "Learning from Case Studies"; Read Fournier, "Land Rover North America Inc."
W, 2/10	Call: <a href="#">Steve Campbell '92</a> , Vice President of Communications, Indianapolis Colts ( <a href="#">2020 media guide</a> ) <b>DUE: Questions for Mr. Campbell by noon</b>
<b>CASE STUDY 1: HOT WHEELS &amp; REINVENTING A BRAND</b>	
F, 2/12	Introduction: Options for Reinvention Read Ofek et al., "Hot Wheels at Mattel" <b>DUE: Case Study 1 Response</b>
M, 2/15	Discussion (Zoom) <b>DUE: Case Study 1 Peer Responses</b>
W, 2/17	Conclusion Read TBA
F, 2/19	Marketing and Advertising Campaigns Read Larson, "The Persuasive Campaign or Movement"
M, 2/22	Ethical and Legal Concerns in Marketing and Advertising Read Clow & Baack, "Regulations and Ethical Concerns"



W, 2/24 (3:20-4:30) Call: [Nick Prihoda '99](#), Vice President of Account Management, and [Sam Hanes '16](#), Senior Account Manager, [Young & Laramore](#)  
**DUE: Questions for Mr. Prihoda & Hanes by noon**

### CASE STUDY 2: MALE GROOMING PRODUCTS & ADVERTISING TO A NEW DEMOGRAPHIC

F, 2/26 Introduction: Appeals in Advertising  
 Read Larson, "The Use of Persuasive Premises in Advertising and IMC"; Alzheimer, Euro RSCG Worldwide, "Metrosexuals: The Future of Men?"  
**DUE: Case Study 2 Response**

M, 3/1 Discussion (Zoom)  
**DUE: Case Study 2 Peer Responses**

W, 3/3 Conclusion  
 Read TBA

F, 3/5 **Exam 1**

**AXE**

## MODULE 2: HEALTH CAMPAIGNS

M, 3/8 Applying Campaign Dynamics to Health  
 Read Atkin & Rice, "Theory and Principles of Public Communication Campaigns"

W, 3/10 The Health Belief Model  
 Read Skinner, Tiro, & Champion, "The Health Belief Model" ([full book](#); chapter pdf)

F, 3/12 Connecting Theories to Culture  
 Read [Mohan Dutta](#), "[Theory and Practice in Health Communication Campaigns](#)"

### CASE STUDY 3: THE TRUTH CAMPAIGN & CHALLENGING MERCHANTS OF COOL

M, 3/15 Introduction  
 Read Editorial, "When Don't Smoke Means Do" ([link](#); pdf); Watch Philip Morris ads  
**DUE: Case Study 3 Response**

W, 3/17 Discussion (Zoom)  
**DUE: Case Study 3 Peer Responses**

F, 3/19 Conclusion  
 Read TBA

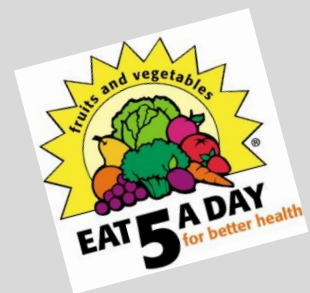
M, 3/22 Ethical Concerns & Unintended Effects of Health Communication Campaigns  
 Read [Cho & Salmon](#), "[Unintended Effects of Health Communication Campaigns](#)"

### CASE STUDY 4: 5 A DAY & GAINING COMPLIANCE

W, 3/24 Introduction  
 Read TBA; Gass & Seiter, "Compliance Gaining"  
**DUE: Case Study 4 Response**

F, 3/26 Discussion (Zoom)  
**DUE: Case Study 4 Peer Responses**

M, 3/29 Conclusion  
 Read TBA



W, 3/31	Exam 2
F, 4/2	<i>No Class: Reading Day</i>

### MODULE 3: CRISIS COMMUNICATION

M, 4/5	Defining Crisis Communication Read Heath & Millar, "Rhetorical Approach to Crisis Communication" ( <a href="#">full book</a> ; chapter pdf) OPTIONAL: Coombs, "Conceptualizing Crisis Communication" ( <a href="#">full book</a> ; chapter pdf)
W, 4/7	Pre-Crisis Planning Read Zaremba, "Planning for Crises" ( <a href="#">full book</a> ; chapter pdf)
<b>CASE STUDY 5: PEPSI &amp; THE RHETORICAL OPTIONS FOR RESPONDING TO CRISIS</b>	
F, 4/9	Introduction Read Coombs, "Choosing the Right Words"; Watch Pepsi Ad for Ad; Pepsi Ad; Madonna, "Like a Prayer" Optional: Benoit, "Image Repair Discourse and Crisis Communication" <b>DUE: Case Study 5 Response</b>
M, 4/12	Discussion (Zoom) <b>DUE: Case Study 5 Peer Responses</b>
W, 4/14	Conclusion Read TBA
F, 4/16	<b>No Class: Celebration of Student Research</b> <b>DUE: Case Study Essay Proposal by 9pm</b>
M, 4/19	Ethical Concerns in Crisis Communication Read Zaremba, "Ethical Issues in Crisis Communication" ( <a href="#">full book</a> ; chapter pdf)
W, 4/21	Call: <a href="#">Patrick Blair '90</a> , Director of Global Communications, <a href="#">Procter &amp; Gamble</a> ("P&G in Two Minutes") <b>DUE: Questions for Mr. Blair by noon</b>
<b>CASE STUDY 6: TBA</b>	
F, 4/23	Introduction Read TBA <b>DUE: Case Study 6 Response</b>
M, 4/26	Discussion (Zoom) <b>DUE: Case Study 6 Peer Responses</b>
W, 4/28	Conclusion Read TBA <b>DUE: Case Study Essay Bibliography by 9pm</b>
F, 4/30	Essay Peer Review Workshop
M, 5/3	Course Summary & Review
T, 5/11	<b>DUE: Case Study Essay by 4:30PM</b>

