

COMM5355 –PR and Advertising Campaigns

Online Aug.24-Oct. 10

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Office Hours: T/Th 1 p.m. – 2 p.m. and by appointment

Course Description: This course provides students with hands-on experience in designing integrated marketing communication (IMC) campaigns. Through a step-by-step approach, students will explore the core concepts of public relations, advertising, marketing, and strategic communication. Emphasizing real-world application, the course guides students through the full campaign planning process, from research and objective setting to creative ideation, media planning, budgeting, and final presentation.

Students will work in teams to develop a campaign proposal for a real-life client or industry-based case, building essential skills in strategic thinking, creative problem-solving, audience analysis, and message development. In addition to producing their own campaign, students will critically analyze existing campaigns to understand best practices and evaluate effectiveness.

By the end of the course, students will be able to generate communication plans that are both strategic and creative, while collaborating effectively in a professional, project-based environment.

As an asynchronous online class, you can learn the content at your own pace. However, to ensure you take the quizzes and submit the assignment in time, I recommend you to learn one module per week. Please check the class schedule in the class schedule table.

Zoom link for weekly office hours:

<https://uttyler.zoom.us/j/82172021171?pwd=eJAlCQKDtc1JGfcJrXQ7lxVLMjAbH5.1>

Meeting ID: 821 7202 1171

Passcode: 875620

Meeting ID: 821 7202 1171

Student Learning Outcomes: By the end of this course, students will be able to:

- Identify the key concepts of public relations, advertising, marketing, and integrated marketing communication (IMC) within campaign planning.
- Critically analyze existing communication campaigns, with attention to message strategies, media choices, and effectiveness.
- Apply strategic thinking and creative problem-solving to design campaign objectives, strategies, and core messaging.

- Conduct basic communication research (e.g., audience analysis, SWOT, competitor scan) to inform campaign decisions.
- Develop an original and integrated communication campaign plan that demonstrates a clear big idea, appropriate media platforms, budgeting, and timeline.
- Collaborate in teams to produce and present a coherent, professional-quality campaign proposal.

Course Requirements

1. Required Readings:

- A. *Strategic Communications for PR, Social Media and Marketing*, Kendall Hunt, 8th edition.
 - i. An e-textbook version can be purchased from the link below
https://he.kendallhunt.com/wilson_ogden
 - ii. Please reach out to me if you can't access the book
- B. Web articles.

Evaluation and Grade Calculation

Final Presentation	20%
Campaign Analysis	20%
Course Project Milestone	40%
Quiz	20%
Total	100%

Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

Group Project

Teams will be assigned in **Week 1** based on students' self-introduction posts in the discussion board, which include location, availability, and relevant experience. The instructor will form teams of 3–4 members and designate one **team coordinator** for each group. Group work will primarily be assessed through the **Course Project Milestones** (10 points per week, Weeks 1–6) and the **Final Campaign Proposal**. All the groups are required to meet or contact your client directly at least once either via zoom or via email through the semester. All group assignments receive a single grade for the team, but individual performance may be evaluated through participation, communication, and contribution. The instructor reserves the right to adjust individual grades if a member's contribution is significantly above or below the group's overall effort.

1. Course Milestone Project (40%)

- a. From Week 1 to Week 6, your team will complete weekly milestones (6 total, 10 points each) that build toward your final campaign proposal for your client. Each milestone corresponds to the week's topic and moves your project forward in manageable steps.
- b. Tasks will vary by week and may include team formation, reviewing the client brief, submitting questions, drafting objectives, outlining strategies, or identifying tactics. All work should reflect your team's progress and alignment with the course topic.
- c. One team member will submit the group's deliverable via the Canvas link for that week by Sunday 11:59 PM CT. Include your team name, all members' names, and the milestone content in a Word or PDF file. Late submissions follow the course late work policy.

2. Final Campaign Proposal (20%)

- a. In Week 7, your team will present the Final Campaign Proposal for your client. This project integrates all previous Course Project Milestones (Weeks 1–6) into a complete, strategic communication campaign plan.
- b. Your proposal should include a clear campaign overview, objectives, strategies, tactics, timeline, budget, and evaluation plan, with a strong “big idea” and message house that unites all elements. The proposal must apply relevant course concepts and respond to the client's needs as outlined in the brief. The final deliverable will be presented to the client via Zoom or recorded video (format to be confirmed) and submitted as a written document.
- c. One team member will submit the written proposal (PPT or PDF) and presentation file to Canvas by Sunday 11:59 PM CT, Week 7. Include your team name and all members' names. Late submissions follow the course late work policy.

Individual Assignment

1. Campaign Analysis (20%)

- a. From Week 1 to Week 6, you will complete a weekly individual campaign analysis (6 total, 100 points each). Each analysis connects the week's topic to a real campaign from the past month. This assignment bridges course concepts with current industry practice.
- b. Each week, select a recent campaign from credible sources and analyze it based on the week's focus. Your paper should be 600–800 words, apply relevant course concepts, and include specific examples. Use APA style for any citations.
- c. Submit a Word file (.doc/.docx) to the Canvas link for that week by Sunday 11:59 PM CT.

2. Weekly Quiz (20%)

- a. From Week 1 to Week 6, you will complete a weekly quiz designed to reinforce the key concepts from the course, including PR, advertising, marketing, campaign structure, and integrated marketing communication (IMC). Completing the quiz soon after you finish each module will help you retain the material and prepare for assignments.
- b. Each quiz contains 10 questions, mostly multiple choice, with one correct answer per question. Each quiz is worth 10 points. Most questions are automatically graded in

Canvas. While you can complete the quizzes at any time before the final deadline, it is strongly recommended that you finish each one in the same week you complete the corresponding module to ensure the content is fresh in your memory.

- c. All quizzes are available in Canvas from Week 1 and must be completed by Sunday 11:59 PM CT, Week 7. Quizzes can be taken at any time before the deadline, but each quiz must be completed in one sitting. Late submissions will not be accepted unless prior arrangements have been approved.

Class Policies and Expectations

1. Assignment Policies

- A. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
 - a. Any assignments turned in after the due date will receive a 10% point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
 - b. All the assignments will be graded within one week.
- B. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- F. You are required to utilize **APA format** for any assignment that requires the utilization of outside sources.
- G. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC, .DOCX, PPT, or PPTX.(Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- H. Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, I have provided a list of graded assignments and activities and the date they are due, and each due date will be listed in the course modules.

- I. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes and, if the issue persists, contact IT.
- J. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.
 - a. In addition to UT Tyler’s Student Conduct and Discipline policy, plagiarism/cheating includes the use of papers or other materials previously submitted in my classes or other professors’ classes, as well as video and audio recordings. I expect you to submit work created specifically for this class during this semester.
- K. **Artificial Intelligence (AI) Use Policy for This Course**
 - a. UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools’ ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler’s Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler’s Academic Integrity Policy.
 - b. In this course, you are **required** to use generative AI tools (such as ChatGPT) for selected assignments and presentations. These tools are valuable for research, ideation, and critique, but they are not a replacement for your own thinking, interpretation, or strategic judgment. All AI use must be clearly disclosed. For each assignment that involves AI, you must:
 - a. Include a brief explanation of how the AI tool was used (e.g., to compare case outcomes, generate messaging options, analyze stakeholder reactions, etc.)
 - b. Specify the tool and version (e.g., ChatGPT 4.0, Gemini Pro)

- c. Attach a screenshot or PDF showing at least one full AI conversation with a minimum of three back-and-forth exchanges (e.g., three prompts and three responses). This should show how you refined or redirected the AI to improve output quality.
- d. You are responsible for reviewing and validating the AI-generated content. Low-quality, inaccurate, or unedited AI output will lower your grade.
- e. Submitting AI content without disclosure, or using AI in ways that violate the assignment instructions, will be considered a breach of academic integrity and handled according to UT Tyler’s Honor Code and Academic Integrity Policy.

Course Schedule

Date	Key Concepts	Tasks
Module 1		
TBD	Introduction: PR, Advertising, IMC, and Campaign	<u>Weekly readings</u> <u>Self-introduction and team forming</u> <u>Milestone Project 1</u> <u>Campaign analysis 1</u> <u>Quiz 1</u>
Module 2		
TBD	Research for Campaigns	<u>Weekly readings</u> <u>Milestone Project 2</u> <u>Campaign analysis 2</u> <u>Quiz 2</u>
Module 3		
TBD	Strategic Communication	<u>Weekly readings</u> <u>Milestone Project 3</u> <u>Campaign analysis 3</u> <u>Quiz 3</u>
Module 4		
TBD	Big idea and message house	<u>Weekly readings</u> <u>Milestone Project 4</u> <u>Campaign analysis 4</u> <u>Quiz 4</u>
Module 5		

TBD	PR and Advertising Tactics	<u>Weekly readings</u> <u>Milestone Project 5</u> <u>Campaign analysis 5</u> <u>Quiz 5</u>
Module 6		
TBD	Communication Platforms, Calendar, and Budget	<u>Weekly readings</u> <u>Milestone Project 6</u> <u>Campaign analysis 6</u> <u>Quiz 6</u>
Module 7		
TBD	Group Presentation week	Group presentation

NOTE: The instructor reserves the right to adjust the syllabus according to the needs of the class.