

## COURSE SCHEDULE

INTRODUCTION : COURSE CONTENT, CLIENT ISSUES & TOPICS			
Assignments	Description / Notes	Date Due	Points
WEEK 1 • January 4-8			
Introduction & Welcome	<ul style="list-style-type: none"> <li>• Online Instructor Welcome and Course Overview</li> <li>• GSC 'Top 10' List &amp; Verbatims from Past Students</li> </ul>	Online	
Write: Personal Bio	Prepare a personal bio >800 words. Enable fellow students & the instructor to get to know you, your background and experiences. What motivates and excites you? How do you intend to apply learning from this course?	<b>January 8</b>	<b>5 pts</b>
Study Topic: Strategic Planning for Public Relations	Read Chapters 1 through 5 – Pages 12 to 61 – in <i>Storytizing, What's Next After Advertising</i> , by Bob Pearson  Review pages 1-40 in <i>Strategic Planning for Public Relations</i>	<b>January 8</b>	
Discuss: Clients and Topics	Group discussion about proposed clients and campaign topics.	<b>January 8</b>	<b>9 pts</b>
Schedule: Instructor Meeting	<i>Optional:</i> Schedule online chat, a telephone call or virtual chat (eg. Skype) with the instructor to occur before January 18, to discuss proposed campaign client & topic	<b>Schedule to occur before January 18</b>	
WEEK 2 • January 9 to 15			
Instructor Meetings	Optional: Discuss proposed campaign client and topic with instructor	<b>To occur before Jan 18</b>	
Study Topic: Analyzing the Organization & Its Publics	Read Pages 64-91 in <i>Storytizing</i> <i>Review The Situation Analysis</i> , By Wong, Radel and Ramsaran-Fowdar. <sup>2</sup> See Canvas 'Files'  Review pages 41-92 in <i>Strategic Planning for Public Relations</i>	<b>January 15</b>	
View: Sample Communications Campaigns	View sample communications campaigns posted in Canvas	<b>January 15</b>	

<sup>2</sup> You are not required to analyze every environmental factor suggested in the article. Only those appropriate to your topic and client

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Write a Situation Analysis	Write an analysis of 1,000 to 2,500 words describing the set of circumstances, the problem or opportunities your client organization is facing; a clear statement of the situation to be addressed in your campaign. Identify business & organizational opportunities & challenges to solving the client’s problem or seizing opportunity.	January 15	15 pts
Discuss: Identifying KeyPublics	Group discussion about key publics relevant to your client  <b>NOTE: Beginning Week 2, thoughtful comments and content posted by 11:55 pm on Wednesdays each week earn up to 5 points. Reacting and interacting with other students and/or commenting on other discussion posts anytime during the week earns up to an additional 4 points.</b>	Jan 9..... Jan 15.....	5 pts + 4 pts = 9 pts
<b>WEEK 3 • January 17 to 22 • (Monday, January 16 is a UF holiday)</b>			
Read or view the lecture by Bob Pearson, President of W2O Group	Using Data to Segment the Market Into Those Who Lead, Those Who Share and Those Who “Lurk and Learn” ( <i>Lecture posted in Lectures in Canvas Files or view online at this link: <a href="https://www.youtube.com/watch?v=mUyk58z3L6s&amp;feature=youtu.be">https://www.youtube.com/watch?v=mUyk58z3L6s&amp;feature=youtu.be</a></i> )	January 22	
Submit: Client & TopicProposal	Write 700 to 1,000 words succinctly and clearly summarizing your client and topic for your campaign. Focus on your proposed business contribution.	January 22	20 pts
Study Topic: Goals andObjectives	Read Pages 92-115 in <i>Storytizing</i> Review pages 93-111 in <i>Strategic Planning for Public Relations</i>	January 22	
Client & Topic Approved	Obtain instructor approval for your client and topic	No later than Jan 22	
Discuss: Setting Measureable Objectives	Discuss primary takeaways from the paper: “ <i>Guidelines for Setting Measurable Public Relations Objectives: An Update</i> ” By Forrest W. Anderson, Linda Hadley, David Rockland and Mark Weiner - See more at: <a href="http://www.instituteforpr.org/topics/setting-measurable-objectives/#sthash.Z4ujGs34.dpuf">http://www.instituteforpr.org/topics/setting-measurable-objectives/#sthash.Z4ujGs34.dpuf</a>	Jan 19 Jan 22  <i>Discussion sked modified for UF holiday</i>	6 pts + 4 pts = 10 pts

**RESEARCH AND ANALYSIS**

Assignments	Description / Notes	Date Due	Points
<b>WEEK 4 • January 23 to 29</b>			
Read or view the lecture by Bob Pearson, President of W2O Group	View Lecture: How the Business of Communications is Changing   Bob Pearson. View lecture at: <a href="https://www.youtube.com/watch?v=loz7qTnh3cE&amp;feature=youtu.be">https://www.youtube.com/watch?v=loz7qTnh3cE&amp;feature=youtu.be</a>	January 29	

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Discuss: Secondary Research	Group discussion on types and sources of secondary research to access for your approved client projects.	Jan 25 14 Jan 29 17	5 pts + 4 pts = 9 pts
Study Topic: Applied Research	Read Storytizing Pages 116-124  Review Appendix A: Pages 361-409 in <i>Strategic Planning for Public Relations</i>	January 29	
Research & Analysis	Conduct individual research on client and topic	January 29	
<b>WEEK 5 • January 30 to February 5</b>			
Research & Analysis	Conduct individual research on client and topic	February 5	
Collaboration	<i>Optional:</i> Schedule a telephone or virtual meeting (eg. Skype) with the instructor to discuss research direction, research results to-date and projectstatus.	To occur by Feb. 8	
Study Topic: Social Commerce and Sample Campaigns	Read Pages 125-130 in <i>Storytizing</i>  Review Appendix C: Pages 421-442 in <i>Strategic Planning</i>	February 5	
Discuss: Research findings to-date	Group discussion on: How current research is informing, supporting or changing the initial objectives of your campaign. See Canvas	February 1 February 5	5 pts + 4 pts = 9 pts
<b>WEEK 6 • February 6 to 12</b>			
Study Topic: Innovative Ideas	Read Pages 169-189 in <i>Storytizing</i> by Pearson	February 12	
Reading and Review	<ul style="list-style-type: none"> <li>Review Writing a Research Article - Advice for Beginners, found in the Files / Lesson Attachments/Research Reports section of Canvas</li> <li>Optional: Review Research Reports from previous semesters, found in the Files/Lesson Attachments / Research Reports section of Canvas</li> </ul>	February 12	
Submit: Research Report	A written report about the research process undertaken for the client and topic including a summary of methodology used, the results obtained and the conclusions drawn. The research findings should be “actionable” and reported in such a way that they can be used as input in client decision making. The writing style should facilitate easy and rapid reading and comprehension. <u>Length should be commensurate with the depth and richness of the findings and the complexity of the campaign topic.</u>	February 12	50 pts
Collaboration	<i>Optional:</i> Schedule a telephone or virtual meeting (eg. Skype) with the instructor to discuss research direction, research results to-date and projectstatus.	To occur by February 8	
Discuss: Innovative Research Results	Group discussion on research questions. See Canvas.	Feb 8 Feb 12	5 pts + 4 pts = 9 pts

<b>CAMPAIGN STRATEGY</b>			
<b>Assignments</b>	<b>Description / Notes</b>	<b>Date Due</b>	<b>Points</b>
<b>WEEK 7 • February 13-19</b>			
Study Topic: Relevance	Read Pages 141-168 in <i>Storytizing</i> by Pearson  Review The Situation Analysis, By Wong, Radel and Ramsaran-Fowdar. <sup>3</sup> See Canvas 'Files'	<b>February 19</b>	
Study Topic: Strategy	Review “Developing Message Strategies,” 172-224 in <i>Strategic Planning for Public Relations</i> , by Ronald Smith.	<b>February 19</b>	
Edit and Refine Your Situation Analysis	Review the Situation Analysis you created in Week 2. Using insights and findings from your research, edit and refine—and as necessary expand—the situation analysis. Don’t exceed 3,000 words.  You are describing the circumstances, the problem(s) or opportunities your client organization is facing; a clear statement of the situation to be addressed in your campaign.  Identify business and organizational opportunities and challenges to solving the client’s problem or seizing opportunity.	<b>February 19</b>	<b>15 pts</b>
Discuss: Campaign Messaging	Group discussion on key messaging, rational versus emotive appeals and the ideal spokesperson(s). See Canvas.	<b>Feb 15 Feb 19</b>	<b>5 pts + <u>4 pts =</u> 9 pts</b>
<b>WEEK 8 • February 20 to 26</b>			
Study Topic: Tactics	Read Pages 130-140 in <i>Storytizing</i> by Pearson  Review “Selecting Communications Tactics” on Pages 225- 303 in <i>Strategic Planning for Public Relations</i>	<b>February 26</b>	
Discuss: Campaign Outcomes	Group discussion on envisioning success of campaigns, potential obstacles and addressing client apprehension. See Canvas.	<b>Feb 22 Feb 26</b>	<b>5 pts + <u>4 pts =</u> 9 pts</b>
Submit Campaign Outline	Submit a comprehensive <u>outline</u> of the approach to your client’s communication challenge or opportunity. Consider research findings and insights as well as desired outcomes. <i>The outline should contain much of the information necessary to prepare a narrative campaign plan in Week 11.</i>	<b>February 26</b>	<b>80 pts</b>

<sup>3</sup> You are not required to analyze every environmental factor suggested in the article. Only those appropriate to your topic and client

WEEK 9 • February 27 to March 5			
<p>Study Topic: Scope Assessment and Statement of Work</p>	<p>Review page 304-315 in <i>Strategic Planning for Public Relations</i>,</p> <p>Read documents posted on e-learning site:</p> <ul style="list-style-type: none"> <li>• <i>The Project Scope is King</i></li> <li>• <i>Defining Scope of Work</i></li> </ul>	<p><b>March 5</b></p>	
<p>Discuss: Exclusions and Interactions</p>	<p>Thinking about your Capstone campaign, identify three examples each of:</p> <ul style="list-style-type: none"> <li>• Possible exclusions or work that falls outside the project scope for your Capstone campaign.</li> <li>• Interactions with other departments or projects within the client company, that could impact your campaign.</li> </ul>	<p><b>March 1</b> <b>March 5</b></p>	<p><b>5 pts + <u>4 pts =</u> 9 pts</b></p>
<p>Submit Scope Assessment</p>	<p>Define project scope; this is the work that needs to be done for the client. Where the situation analysis described the opportunity or problem to solve, the scope assessment describes what products or services will you deliver? Outline specific strategies, phases of work and staff positions assigned to the project, specific tasks to be performed. Identify limitations or parameters of the project.</p>	<p><b>March 5</b></p>	<p><b>30 pts</b></p>

WEEK 10 • March 6 to 12			
Study Topic: Campaign Budget	Read: <i>The Meter is Running – Setting Consulting Rates for Independence</i> , by Christopher Juillet (found in Course Files/Lesson Attachments/Budget ... in Canvas)  Review pages 315-328 in <i>Strategic Planning for Public Relations</i>	March 12	
Discuss: Campaign Budgeting	Group discussion about putting a campaign budget together. Specific discussion questions will be posted online.	March 8 March 12	5 pts + 4 pts = 9 pts
Submit Campaign Budget	Identify the categories for proposed spending and specific, major budgeted items. Consider personnel costs (e.g. an estimate of staffing hours); program and production costs (e.g. direct expenses for designing and producing communication); administrative costs (e.g. clerical expense, travel and entertainment, office expense incurred by the project copies, shipping, etc.) and any applicable service fees. <i>Actual monetary expenses may be good faith estimates by students.</i>	March 12	20 pts

CAMPAIGN PLAN & PRESENTATION			
Assignments	Description / Notes	Date Due	Points
WEEK 11 • March 13 to 19			
Study Topic: The ingredients of a successful pitch	Read the articles: To be posted by instructor	March 19	
Discuss: Creative Pitching	More and more, clients are less reliant on how an agency looks and more interested in how it thinks. See discussion question in Canvas.	March 15 March 19	5 pts + 4 pts = 9 pts
Submit Narrative Campaign Plan	Write a communication campaign plan that directly reflects the research findings, situation analysis, scope and campaign outline. Your plan's content should be representative of current trends, technologies and tools of the public relations industry. <b>Final campaign plan cannot be more than 25 pages in length.</b>	March 19	120 pts
WEEK 12 • March 20 to 26			
Submit Campaign Pitch Presentation	Deliver a 10-15 minute virtual, oral pitch of your final campaign plan to the client. Student campaign pitches may be delivered live via Skype or recorded and submitted to the instructor online. <i>(Notify instructor if you need assistance loading and sending a large file.)</i>	On or before Midnight March 26	45 pts

**Monday, March 27, 2017 • Class Ends & Grading Concludes**