

COM388e Communication Campaign Planning

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Communication campaigns include strategies and action plans that produce effects on the knowledge, attitudes and behaviour of large populations across a variety of domains, including political, pro-social, and environmental and health sectors.

Planning a communications campaign needs careful consideration of objectives, audience, research, messaging, communication channels, implementation, timing, resources and evaluation. This course is designed to strengthen students' understanding of communication campaign principles and sharpen their professionalism in employing those principles to public relations and corporate communication issues. The course guides students in conducting situational research, analysing case studies and scanning environmental for planning a communication campaign.

Topics:

- Introduction to communication campaigns, formative research, assembling a team, SWOT analysis, Assessing target audiences
- Focus groups, in-depth interviews, surveys, Community asset mapping
- Stimulating and persuasive messages
- Marketing mix, Efficacy and ethics, Pre-test draft messages
- Choice of media, Timing and legalities
- Track and monitor; Revise, report, and repeat

Learning Outcome:

- Examine a communication campaign as well as public communication campaign.
- Identify target audience and communication campaign opportunities.
- Prepare situational research proposals and action plans for a feasible communication campaign.
- Formulate campaign strategies to meet communication objectives.
- Develop communication materials to meet the desired communication objectives.
- Evaluate communication effectiveness, and managing issues that can impact an organisation or its stakeholders.
- Propose feasible plans for communication campaign.
- Plan a campaign through formative research.
- Analyse audience attitudes and perspectives on a campaign issue.
- Appraise the campaign team's strengths and weakness through the SWOT approach.
- Design stimulating and persuasive messages for campaigns.
- Assess which media is most suitable for a particular campaign.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	ECA	50
Total		100