

**NM5208 Managing Communication Campaigns  
Semester 1 2008-2009 Syllabus**

Dr. Linda M. Perry  
lperry@nus.edu.sg  
AS6 03-05 • 6515-6320

Meets Wednesdays,  
0900 hours, AS4 01-10  
4 MC's

**Course Objective:** To help develop critical thinking and technical and creative skills in the application of public relations principles and techniques to communication campaigns. This is the capstone course in the communication management sequence and is designed to strengthen advanced students' understanding of communication management principles and to provide opportunities for practical application of those principles to public relations problems or opportunities facing local or global organisations. Emphasis is placed on ethics and strategic communication.

**Text:** Allen Center, Patrick Jackson, Stacey Smith and Frank R. Stansberry, *Public Relations Practices: Managerial Case Studies and Problems 7<sup>th</sup> ed.*, London: Pearson Education (2008).

**Prerequisites:** NM3219 Writing for Communication Management, NM3220 Research for Communication Management and 100 MC's, or permission of instructor. Students who have taken or are currently reading NM3217 Publication Graphics and Design will have an advantage in the preparation of collateral materials designed to achieve campaign objectives.

**On Your Honor:** Academic honesty is expected just as sound ethics are required in the profession. There will be zero tolerance for anything less. That means not giving, accepting or taking unauthorized aid, or doubling on any assignments without permission of all instructors involved. Punctual attendance will be reflected in your class participation grade, as will attentive behavior and active participation in classroom discussions. Professional courtesy is expected every day, but especially when guests are present or during colleagues' presentations. Cell phones must be turned off inside the classroom.

**Grading:** Late work is penalized 10% per day.

Exams	20%
Individual Client Services	10%
Issue Tracking	
Group Client Services	60%
Campaign Plan Book	50%
(Issues & situational analyses are 20% of book)	
Presentation	10%
Class Participation	10%

**Class Schedule:** Chapters are from the Parkinson text.

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
I. Aug. 13	Introduction • Client Presentations	Ch. 1-2; Website
II. Aug. 20	Research • Issues Monitoring	Ch. 9
III. Aug. 27	Objectives & Strategic Communication	Ch. 8
IV. Sept. 3	Ethics in Communication Campaigns	Ch. 10

**Class Schedule, continued:.**

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
<b>V.</b> Sept. 10	Multiculturalism & Community Relations <b>Client Research Due</b>	Ch. 4
<b>VI.</b> Sept. 17	Media Relations <b>Plan Book Outline Due</b>	Ch. 7
Sept. 14	<b>RECESS</b>	
<b>VII</b> Oct. 1	<b>Hari Raya NO CLASS</b>	
<b>VIII.</b> Oct. 8	<b>Draft Media Kit Due</b> Cost-benefit Analysis • Budgets	Website; Handouts
<b>IX.</b> Oct. 15	<b>Budgets Due</b> Implementing a Campaign	Website; Handouts
<b>X.</b> Oct. 22	<b>Draft Plan Book Due</b> Making Effective Presentations	Website; Handouts
<b>XI.</b> Oct. 29	Review and revisions <b>Issue Tracking Reports Due</b>	
<b>XII.</b> Nov. 5	Review and Revisions	
<b>XIII.</b> Nov. 12	<b>Plan Book with prototypes and all other materials due</b> <b>Presentations this week</b>	