

City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A in 2014 / 2015

Part I

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| Course Title: | Public Communication Campaign Management |
| Course Code: | COM 5110 |
| Course Duration: | 1 semester |
| Credit Units: | 3 |
| Level: | P5 |
| Medium of Instruction: | English |
| Prerequisites: | Nil |
| Precursors: | Nil |
| Equivalent Courses: | Nil |
| Exclusive Courses: | Nil |

Part II

Course Aims

This course aims to develop students' understanding of how new information and communication technologies are likely to affect the quality and impact of communication campaigns at the 21st century, in particular in the context of the Greater China region. Students are expected to learn those issues in a historical context, to analyze critically new media campaigns with other traditional campaigns, and to consider international implications of public campaigns.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

| No. | CILOs | Weighting (if applicable) |
|-----|---|---------------------------|
| 1. | Analyze how public communication campaigns work in contemporary society and assess the driving forces behind their operations | 25% |
| 2. | Apply basic media effects theories to both traditional and digital public communication campaigns | 25% |
| 3. | Discover key issues and basic principles of the campaign designing process | 25% |
| 4. | Critically evaluate public communication campaigns through in-depth case study analysis in Western and Chinese societies | 25% |

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

| CILO No. | TLAs | Hours/week (if applicable) |
|----------|---|----------------------------|
| 1-4 | Lectures: Main concepts, theories, and case studies of public communication campaigns will be presented | 2 (for 12 weeks) |
| 1-4 | Video-viewing and discussions: Selected movies, TV drama, documentaries that are relevant to weekly topic | 1 (for 4 weeks) |
| 3, 4 | Blackboard: Online discussion, out-of-class communication between students and the instructor, reviews of lectures and readings | NA |
| 3, 4 | Small group discussions in class will be conducted to engage students from different disciplines in deliberation and debates. | 1 (for 8 weeks) |

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

| CILO No. | Type of Assessment Tasks/Activities | Weighting (if applicable) | Remarks |
|-----------------|--|----------------------------------|----------------|
| 1-4 | Class participation: Assessment will be based on students’ participation in the lectures and interaction with the instructor | 20% | |
| 2-4 | Debate/Group presentation: Assessment will be based on the extent to which students apply major concepts and generate new ideas to selected public communication campaigns | 50% | |
| 1-4 | Quiz: A two-hour quiz will be conducted to assess the extent to which the student describes knowledge correctly and in integrative ways | 30% | |

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations (Attachment) and to the Explanatory Notes.

Grading pattern: Standard (A+, A, A-....F). The overall grade is based on student’s overall performance in all assessment tasks/activities considered together.

More specific grading criteria for selected assessment tasks/activities are as follows:

| Letter Grade | Grade Point | Grade Definitions | |
|---------------------|--------------------|--------------------------|--|
| A+ A A- | 4.3 4.0 3.7 | Excellent: | Strong evidence of critical thinking, understanding, highly innovative ideas, and application of the principles and skills in public communication campaigns, as demonstrated in the presentations, in-class exercises, and final projects (with a total score of 90-100 weighted points). |

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|---------------|-------------------|-----------|--|
| B+ B B- | 3.3 3.0 2.7 | Good: | Evidence of adequate understanding of the subject and critical capacity to apply the principles and skills in public communication campaigns, as demonstrated in the presentations, in-class exercises, and final projects (with a total score of 80-89 weighted points). |
| C+ C C- | 2.3 2.0 1.7 | Adequate: | Evidence of basic understanding and ability to design and analyze public communication campaigns, as demonstrated in the presentations, in-class exercises, and final projects (with a total score of 70-79 weighted points). |
| D | 1.0 | Marginal: | Evidence of familiarity with the basic principles and skills in public communication campaigns, as demonstrated in the presentations, in-class exercises, and final projects (with a total score of 60-69 weighted points). |
| F | 0.0 | Failure: | Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature, as demonstrated in the presentations, in-class exercises, and final projects (with a total score of 59 or lower weighted points). |

Part III

Keyword Syllabus

Public communication campaigns; media effects; new communication technologies; political campaigns; health campaigns; cyber-campaigns; cyber-advocacy; social and psychological effects of information processing; audience analysis; campaign evaluation; public service announcements; entertainment education.

Recommended Reading

Text(s)

Rice, Ronald A. & Atkin, Charles K. (2001). *Public Communication Campaigns*. Thousand Oaks, CA: Sage.

Klotz, Robert J. (2004). *The Politics of Internet Communication*. Lanham, MD: Rowman & Littlefield.

Further reference / online resources

Barban, A.M., Cristol, S.M., & F.J. Kopec (1993). *Essentials of media planning: a marketing viewpoint*. Lincolnwood, IL: NTC Business Books.

Basil, M., Schooler, C., & Reeves, B. (1991). Positive and negative political advertising: Effectiveness of ads and perceptions of candidates, pp.245-262.

Benoit, W.L. (1998). A functional analysis of political advertising across media, 1998. *Communication Studies*, 51(3): 274-295.

Dutton, W.H. & Lin, W.-Y. (2002). E-democracy: A case study of Web-orchestrated cyberadvocacy. In J. Armitage & J. Roberts (Eds.), *Living with cyberspace: technology & society in the 21st century*, pp.98-108.

Lau, R.R., Sigelman, L., Heldman, C. & Babbitt, P. (1999). The effects of negative political advertisements: A meta-analytical assessment. *The American Political Science Review*, 93(4): 851-875.

Pfau, M. & Parrott, R. (1993). *Persuasive Communication Campaigns*. Boston: Allyn & Bacon.

Scott, D. M. (2007). *The New Rules of Marketing and PR*. Hoboken, N.J.: John Wiley & Sons.

Singhal, A., Cody, M.J., Rogers, E.M., & Sabido, M. (2004). *Entertainment-Education Worldwide: History, Research, and Practice*. Mahwah, New Jersey: Lawrence Erlbaum Associates.

彭芸 (1992)。政治廣告與選舉。台北：正中書局。

鄭自隆 (1998)。競選文宣策略－廣告、傳播與政治行銷。台北：遠流出版社。

張永誠 (1991)。選戰行銷－如何在競爭中獲勝。台北：遠流出版社。

何明修 (2005)。社會運動概論。台北：三民書局。