

# COM4207: CAMPAIGN PLANNING AND MANAGEMENT

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Campaign Planning and Management

### Subject Code

COM - Media and Communication

### Course Number

4207

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The course aims to train students on the principles and skills of creative communication campaign planning and management. It examines public relations, as well as campaign strategies, case histories, media planning, integrating communication theory, audience research and creative aesthetics into the design, execution, and evaluation of communication campaign programs. It provides students with the knowledge necessary to plan and manage such campaigns.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                                                                                                      | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------|--------|--------|
| 1     | Explain the parameters and frameworks utilized in planning and managing public relations and communication campaigns                                                                                                                 |                     | x      | x      |        |
| 2     | Develop skills, competency and ability in analyzing campaigns                                                                                                                                                                        |                     |        | x      |        |
| 3     | Use research data for setting up measurable campaign objectives, developing creative message strategies, identifying relevant media purchasing plans, and tracking communication effectiveness                                       |                     |        | x      | x      |
| 4     | Present an effective campaign, bringing together a range of public relations and other communication tools and techniques as well as strategies to demonstrate proficiency in strategic planning and management of campaign programs |                     | x      | x      | x      |
| 5     | Get familiar with major scholarly works in the field                                                                                                                                                                                 |                     | x      |        |        |

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

| LTAs |              | Brief Description                              | CILO No. | Hours/week (if applicable) |
|------|--------------|------------------------------------------------|----------|----------------------------|
| 1    | Lectures     | Lectures on basic concepts and theories        | 1, 5     | 3 hours/week x 2           |
| 2    | Case studies | Case studies on campaigns with local relevance | 2        | 3 hours/week x 3           |

|   |                              |                                                                                                                                                                                                                                                             |      |                  |
|---|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------------------|
| 3 | Lectures & class discussions | Lectures and discussion on types of campaigns, campaign elements – setting up measurable goals, developing campaign theme and strategies, target audience profiles, media use, budget, etc. - planning, implementation, and evaluation of campaign programs | 3, 4 | 3 hours/week x 8 |
|---|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------------------|

**Assessment Tasks / Activities (ATs)**

|   | ATs           | CILO No.      | Weighting (%) | Remarks ("- " for nil entry) | Allow Use of GenAI? |
|---|---------------|---------------|---------------|------------------------------|---------------------|
| 1 | Quizzes       | 1, 5          | 30            | -                            | No                  |
| 2 | Case analysis | 2             | 20            | -                            | Yes                 |
| 3 | Project       | 1, 2, 3, 4, 5 | 50            | -                            | No                  |

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Minimum Continuous Assessment Passing Requirement (%)**

60

**Assessment Rubrics (AR)****Assessment Task**

Quizzes

**Criterion**

Ability to describe knowledge correctly and in integrative ways

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**

Case analysis

**Criterion**

Ability to explain and apply major concepts to selected campaigns

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Project

**Criterion**

Ability to present an effective campaign with proper public relations and communication tools/ techniques and strategies

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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## Part III Other Information

**Keyword Syllabus**

Public relations campaigns; Integrated communication campaigns; Campaign planning/implementation/evaluation; Media planning; Research in campaign planning; Campaign evaluation; Campaign theme and strategies

**Reading List**

**Compulsory Readings**

| Title |                                                                                                                                                                                           |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Wilcox, D., Cameron, G.T. & Reber, B.H. (2014). Public Relations: Strategies and Tactics. (11th ed.) England: Pearson.                                                                    |
| 2     | Austin, Erica W., & Pinkleton, Bruce E. (2001). Strategic Public Relations Management: Planning and Managing Effective Communication Programs. Mahwah, N.J.: Lawrence Erlbaum Associates. |
| 3     | Bobbitt, William R. (2009). Developing the Public Relations Campaign: A Team-based Approach. Boston: Pearson/Allyn and Bacon.                                                             |
| 4     | Pfau, Michael and Parrott R. (1993). Persuasive Communication Campaigns. Boston: Allyn and Bacon.                                                                                         |
| 5     | Rice, Ronald E. and Atkin Charles K. (Eds.). (2012). Public Communication Campaigns. CA: Sage Publications.                                                                               |

### Additional Readings

| Title |                                                                                                                                                                                                          |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Sayre, Shay (2005). Campaign Planner for Integrated Brand Communications. Mason: Thomson/South-Western.                                                                                                  |
| 2     | McElreath, Mark (2008). Managing Systematic and Ethical Public Relations Campaigns (on-line version).                                                                                                    |
| 3     | Young, Richard O. (2011). How Audiences Decide: A Cognitive Approach to Business Communication. NY: Routledge.                                                                                           |
| 4     | Thackeray, R., Neiger, B.L., Hanson, C.L. & McKenzie, J.F. (2008). Enhancing Promotional Strategies within Social Media Programs: Use of Web 2.0 Social Media. Health Promotion Practice, 9(4): 338-343. |
| 5     | Singhal, A. & Rogers, E.M. (2002). A Theoretical Agenda for Entertainment-Education. Communication Theory, 12(2): 117-135.                                                                               |