

COMM-411 : Strategic Campaigns

Communication campaigns to promote a brand, business or cause take many different forms such as live events, social media outreach and print promotion. This course will take students through the steps of planning a campaign: defining communication and organizational objectives, targeting audiences, developing a strategy, writing messaging, measuring activities, gauging audience response and effects, and evaluating the impact. Students will use case studies as well as their own identified opportunities related to campus engagement.

Credits 3

Prerequisites

Junior standing