

COM5110: PUBLIC COMMUNICATION CAMPAIGN MANAGEMENT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Public Communication Campaign Management

Subject Code

COM - Media and Communication

Course Number

5110

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze how public communication campaigns work in contemporary society and assess the driving forces behind their operations	25	x	x	
2	Apply basic media effects theories to both traditional and digital public communication campaigns	25		x	
3	Discover key issues and basic principles of the campaign designing process	25	x		
4	Critically evaluate public communication campaigns through in-depth case study analysis	25	x	x	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: Main concepts, theories, and case studies of public communication campaigns will be presented	1, 2, 3, 4	
2	Case analyses	Analyze local and international cases on public communication campaigns; Develop analytical and critical thinking ability	1, 4	
3	Exercises	Participate in exercises and activities in class; Review and discuss readings	2, 3	

4	Group discussions	Small group discussions in class will be conducted to engage students from different disciplines in deliberation and debates.	3, 4	
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Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class participation: Assessment will be based on students' participation in the lectures and interaction with the instructor	1, 2, 3, 4	10	
2	Group project: Assessment will be based on the extent to which students apply major concepts and generate new ideas to selected public communication campaigns	2, 3, 4	40	
3	Quizzes: Three in-class quizzes will be conducted to assess the extent to which the student describes knowledge correctly and in integrative ways	1, 2, 3, 4	50	Quiz 1: 10%; Quiz 2: 15%; Quiz 3: 25%

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students' participation in the lectures and interaction with the instructor

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

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

The extent to which the students apply major concepts and generate new ideas to selected public communication 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

Assessment Task

Quizzes (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

The extent to which the student describes 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

Class participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students' participation in the lectures and class activities and interaction with the instructor

Excellent

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities

Good

(B+, B) Adequate participation in and contribution to in-class activities.

Marginal

(B-, C+, C) Some participation in and contribution to in-class activities

Failure

(F) No participation and contribution

Assessment Task

Group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

The extent to which the students apply major concepts and generate new ideas to selected public communication campaigns

Excellent

(A+, A, A-) Demonstrate a solid critical grasp of theoretical knowledge as well as creative abilities to apply class knowledge to campaign analysis and evaluation

Good

(B+, B) Able to adequately discuss theoretical knowledge and apply it to campaign analysis and evaluation

Marginal

(B-, C+, C) Show some understanding of class materials and abilities to deliver a project through a presentation

Failure

(F) Fail to use the knowledge learned in class and deliver a project through a presentation

Assessment Task

Quizzes (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

The extent to which the student describes knowledge correctly and in integrative ways

Excellent

(A+, A, A-) Comprehensive, in-depth understandings of the course materials

Good

(B+, B) Adequate understandings of the course materials

Marginal

(B-, C+, C) Some understandings of the course materials

Failure

(F) Fail to demonstrate basic understandings of the course materials

Part III Other Information

Keyword Syllabus

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

Reading List

Compulsory Readings

Title	
1	Austin, E. W., & Pinkleton, B. E. (2015). Strategic public relations management: Planning and managing effective communication campaigns (3rd ed.). Routledge. (ISBN-13: 9780415517690)

Additional Readings

Title	
1	Barban, A.M., Cristol, S.M., & F.J. Kopec (1993). Essentials of media planning: a marketing viewpoint. Lincolnwood, IL: NTC Business Books.
2	Basil, M., Schooler, C., & Reeves, B. (1991). Positive and negative political advertising: Effectiveness of ads and perceptions of candidates, pp.245-262.
3	Benoit, W.L. (1998). A functional analysis of political advertising across media, 1998. Communication Studies, 51(3): 274-295.
4	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.
5	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.
6	Pfau, M. & Parrott, R. (1993). Persuasive Communication Campaigns. Boston: Allyn & Bacon.
7	Scott, D. M. (2007). The New Rules of Marketing and PR. Hoboken, N.J.: John Wiley & Sons.
8	Singhal, A., Cody, M.J., Rogers, E.M., & Sabido, M. (2004). Entertainment-Education Worldwide: History, Research, and Practice. Mahwah, New Jersey: Lawrence Erlbaum Associates.
9	彭芸 (1992)。政治廣告與選舉。台北：正中書局。
10	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。
11	張永誠 (1991)。選戰行銷——如何在競爭中獲勝。台北：遠流出版社。
12	何明修 (2005)。社會運動概論。台北：三民書局。