

Campaigns Research Planning

STRM 4290-M90

Fall 2025

Class Meeting: Online Asynchronous

Prof. Tori Cliff

Office: virtual

Office Hours: virtual by appointment

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COURSE REQUIREMENTS

Catalog description

Examination of advertising and public relations research and hands-on experience in primary and secondary research including audience and stakeholder evaluation, sampling, instrument design, focus groups and interviews, data processing, analysis, and reporting for a real-world client. **PREREQUISITE:** STRM 3250, STRM 3211, STRM 3212, or STRM 3213

Textbooks, Software and Required Materials

Luttrell, R., & Capizzo, L. W. (2019). *Public relations campaigns: An integrated approach*. SAGE Publications, Inc.

Classroom format

This course is delivered online in an asynchronous format. In other words, there is no required scheduled meeting time for this course. This can be convenient for students juggling several responsibilities, but it also means you must be organized and motivated. Students are able to work at their own pace throughout the week, however, work will be due on a weekly basis, and it is imperative to stay on track with the course schedule to complete all work on time. There will also be considerable group work in this course, so communication with teammates is key to success. The course content is organized by week. Students should complete each week's work by the Sunday concluding that week NLT 11:59 p.m. CST. Students are encouraged to use a physical planner and set notifications on their tech for all deadlines. It is also recommended that students set up notifications in Canvas for course calendars.

Accessing the course website

1. Go to the University of Memphis online learning home page: memphis.instructure.com
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for STRM 4290 to enter your course and read the instructions on the welcoming page

Grading

A=Excellent work that could be used with little or no modification

B=Good work and exceeds requirement, but would require revision to be used professionally

C=Satisfactory work and adequately meets requirement, but would need significant revision
D=Barely satisfies minimum requirement and below average quality
F=Unsatisfactory work and does not meet minimum requirement. Your final grade for the course will be based on the following:

Individual Assignments	20%
Group Assignments	25%
Group Projects	40%
Discussion	5%
Portfolio	10%

You are responsible for tracking your grades and meeting with me early in the semester if you are concerned about your overall grade. Meeting early and often can help both parties find ways to improve student-instructor understanding and quality of work.

Other Issues

Weekly Folder Content. Each week of the semester has a folder in Canvas that contains that week's content. You are responsible for all content within each week's folder.

Software and Internet Needs.

You must have Internet access and Microsoft Word for this class. All work must be submitted in .doc/.docx format unless otherwise indicated in the assignment spec. As a UM student, you have free access to Office 365, which includes programs like Word, PowerPoint, and Excel, and free cloud space through OneDrive. Click [here](#) to learn more. Backup all your work in a cloud space such as OneDrive or Google Drive and then perhaps on a thumb drive. Better yet just create your work within the cloud. If you work straight from the cloud, the chances of losing your work are minuscule since autosave is a feature. Google Drive automatically saves changes as you work, and OneDrive has a toggle on/off autosave located at the top left of the screen.

Plagiarism policy

First offense: Redo for 50%, warning

Second offense: Automatic 0, no redo

Third offense: Automatic class fail

*Any instances of plagiarism may result in a note being added to your department file.

Late work

Meeting deadlines is essential for media professionals. Late work will not be accepted unless there are extraordinary circumstances that are verifiable, like an emergency surgery. If an emergency occurs, it is the student's responsibility to provide necessary verification to the professor ASAP. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

Assignments. Each assignment/project must be completed by Sundays at 11:59 p.m. central

standard time on the weeks they are due except for the final week of classes. The semester ends on Wednesday, Dec. 3 and so all work for that week will need to be submitted NLT 11:59 p.m. on that day. These assignments will vary in nature, and assignment sheets will need to be read carefully for instructions. If specs aren't adhered to, the item may not be graded. All work in this course should follow AP Style, including proper spelling, grammar and language.

You are permitted to use ChatGPT and other AI tools to assist you in gathering information, writing drafts, and revising your writing in this course. However, you are expected to include a disclosure statement at the end of your assignment describing which AI tool you used and how you used it. For example, *"ChatGPT was used to draft about 30% of this assignment and to provide revision assistance. AI-produced content was edited for accuracy and style."* Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

Quality. The work you create in this course should be professional and ready for publication, which means it is well-written, suits the purpose it was created for, has been thoroughly edited, AP style is spot on, and it meets the requirements and formatting outlined for each assignment. NEVER submit work that has not been properly edited and polished. If a piece is riddled with errors or shows a disregard for quality work, it will not be copyedited by the professor, and instead will be returned for a grade of zero.

Written work will mostly be submitted once and graded unless labeled as a draft assignment. Resubmission will not be utilized (unless an assignment is listed as a draft) in our learning process. You will receive feedback on each piece. It may come in the form of rubric grading, [track changes](#), hard copy edits using AP editing marks, or audio feedback recording. Use the feedback to improve your writing. If it appears that you are not using the feedback provided, and the same mistakes continue to occur, additional points will be deducted. If you do not understand the feedback that you receive, feel free to reach out to me for clarification.

Communication. Email will be the official communication channel used in class. Email me ASAP if you are experiencing trouble or have questions at tmcliff@memphis.edu. I will do my best to respond to messages received during the workweek within 2 days, and those sent over the weekend as soon as I am able during the workweek. If you would like to book an appointment with me via phone or Teams, use this [link](#) to schedule it.

Discussion forum. There will be a discussion board created for students to communicate with each other. This is optional, with the exception of the Team Roles post in Week 3 content. Other than that, feel free to use it as a communication space if you want to use it with your team. It will not be monitored by your professor. If any discussion prompts happen to be added by your professor for a grade, there will be a link with instructions within that week's content folder.

Citation policy

For this class, we'll use AP Style (<https://www.apstylebook.com>) and APA style

(https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html).

If you are including information from outside sources, you need to include full citations in APA formatting. Purdue University's Online Writing Lab is an excellent resource and can be found at <http://owl.english.purdue.edu>.

Plagiarism policy

First offense: Redo for 50%, discussion of ethics and department expectations

Second offense: Automatic 0, no redo, report filed with department

Third offense: Automatic class fail and report filed with department

Students with disabilities & accommodations

If you will need accommodations through [Disability Resources](#) to meet any of the requirements of this course, please let me know as soon as possible. I'm happy to work with you to provide the tools you need to succeed in this course.

Stress, coursework, and resources

If you start to feel yourself falling behind or feeling overwhelmed for any reason, please don't hesitate to reach out. I'm happy to work with you to find solutions that help you succeed.

Course Schedule

This is a tentative schedule for topics and major assignments over the course of the semester. Although we will try to stick with this schedule, please understand that changes to the schedule may occur. All changes will be announced as soon as possible. All assignments are due on Sunday at 11:59 p.m. C.T. unless otherwise noted. We will start each week on Monday.

Week 1, Aug. 25-Aug. 31: Getting Started

This week we will explore Week 1 content in Canvas.

Readings: Ch. 1 / Check Canvas

Assignments: Acclimate to course content / Read, view, listen to content, and complete any work within Week 2 folder in Canvas

Week 2, Sept. 1-7: Ethics & Intro to Integrated Campaigns (Sept. 1 Labor Day, no classes)

This week we will explore Week 2 content in Canvas.

Readings: Ch. 1 / Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 2 folder in Canvas

Week 3, Sept. 8-14: Campaign Fundamentals & Team Roles

This week we will explore Week 3 content in Canvas.

Readings: Ch. 2 / Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 3 folder in

Canvas / Submit Secondary Research & Client Media Audit /Post to Discussion about Group Roles

[Week 4, Sept. 15-21: Understanding PESO and How to Conduct Surveys](#)

This week we will explore Week 4 content in Canvas.

Readings: Ch. 3/ Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 4 folder in Canvas / Submit Team RQ Assignment

[Week 5, Sept. 22-28: Research Part 1](#)

This week we will explore Week 5 content in Canvas.

Readings: Ch. 4 / Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 5 folder in Canvas

[Week 6, Sept. 29-October 5: Research Pt. 2 & Qualtrics](#)

This week we will explore Week 6 content in Canvas.

Readings: Ch. 5 / Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 6 folder in Canvas / Submit Individual Survey Draft

[Week 7, Oct. 6-12: Objectives and Survey Research / Fall Break October 11-14\)](#)

This week we will explore Week 7 content in Canvas.

Readings: Ch. 6 / Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 7 folder in Canvas

[Week 8, Oct. 13-19: \(Fall Break Oct. 11-14\) Strategy & Focus Groups](#)

This week we will explore Week 8 content in Canvas.

Readings: Ch. 7 / Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 7 folder in Canvas

[Week 9, Oct. 20-26: Tactics and Group Survey](#)

This week we will explore Week 9 content in Canvas.

Readings: Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 9 folder in Canvas / Group Survey Due / Portfolio Link Due

[Week 10, Oct. 27-Nov. 2: Analyzing Data](#)

This week we will explore Week 10 content in Canvas.

Readings: Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 10 folder in Canvas

Week 11, Nov. 3-9: Analyzing & Evaluating Data

This week we will explore Week 11 content in Canvas.

Readings: Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 11 folder in Canvas / Draft Research Report Due

Week 12, Nov. 10-16: Reporting Data

This week we will explore Week 12 content in Canvas.

Readings: Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 12 folder in Canvas

Week 13, Nov. 17-23: Final Research Report Due

This week we will explore Week 13 content in Canvas.

Readings: Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 13 folder in Canvas / Final Research Report Due

Week 14, Nov. 24-30: Presentation of Findings / (Nov. 26-30 Thanksgiving Break)

This week we will explore Week 14 content in Canvas.

Readings: Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 14 folder in Canvas

Week 15, Dec. 1-3 (all deadlines for this week are Wednesday, Dec. 3, the last day of classes): Wrap Up

This week we will explore Week 15 content in Canvas.

Readings: Check Canvas

Assignments: Read, view, listen to content, and complete any work within Week 15 folder in Canvas / Submit Client Presentation & Final Portfolio Submission Link (Wednesday, Dec. 3 last day of class NLT 11:59 p.m.)

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in STRM 4290

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media

contexts.

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Understand different types of research methods and when to use them.
- Understand fundamental quantitative research methods.
- Understand fundamental qualitative research methods.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Select media outlets based on target audience demographics, media consumption habits, and brand usage data.
- Create media plans that optimize consumer reach, and include budgets, schedules, and projected deliverables for reach, frequency, click-through rates, and video completion rates.

How assessment of student learning will be met

Awareness

- Understand the changing role of media placements in today's advertising environment.

Understanding

- Recognize the basics of media planning, analyzing, and placing advertising in the ad industry.

Application

- Perform analysis to determine optimal media placements for identified client(s).
- Create media plans for identified client(s).
- Conduct secondary research to evaluate competitive position, customer perceptions, and current market position.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional

URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students

at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.