

# integrated

## COMMUNICATIONS

### OBJECTIVE:

In this course, you will learn the integrated functions necessary to effectively position, brand and market a company. There exists a gap between management, strategic and creative players in the design field. You have an exciting opportunity and great potential to help bridge that gap and play as communicators and interpreters between the variety of people and aspects of the marketing industry. This course will help to open your understanding of what positions exist in the current industry and to give you an understanding of the important role of all aspects of an integrated communications campaign so you will be prepared to function at a variety of levels in the professional world. The line is blurring more and more between creative functions, PR, marketing, brand management and other functions of the creative industry. You will learn how to be better prepared to integrate yourselves into all aspects of a marketing and communications campaign.

Ultimately a student who excels in this course and maximizes the potential of the content presented will be better prepared to function as an effective account manager or campaign leader in a PR, marketing, branding or advertising culture.

### YOUR INSTRUCTOR:

CAMI BOEHME

E-MAIL  
OFFICE LOCATION

OFFICE PHONE  
OFFICE HOURS

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55 North Main Suite 403  
*(Upstairs across from Coppermill)*  
435.755.5783  
After class & by appointment

# preliminary SCHEDULE

**\*\* NOTE: This schedule is a basic outline of the course and is subject to change! We will follow the following modules and learning objectives, but projects and amount of time spent per module will change based on class knowledge level, understanding, interest and need. \*\***

MODULE:	OBJECTIVE:	ASSIGNMENTS/FORMAT:
<b>The Creative Industry:</b> (2 WEEKS)	Understand the different players in the creative industry and what different companies do as part of that industry. Review current trends, business structures and how the industry views branding.	Company profiles & research Discussion & Presentation
<b>Positioning &amp; Branding</b> (2 WEEKS)	Discover what makes a brand and learn the true power behind this current corporate buzzword. Learn how branding is different from traditional marketing and encompasses many essential aspects. Learn to craft effective brand positioning statements.	Writing Positioning Statements Crafting Brand Promises Discussion & Presentation
<b>Branding Toolkit</b> (2 WEEKS)	Understand the media types and tools available for effectively branding an organization. Discuss proper planning and implementation techniques for web, print, packaging, direct mail and others.	Discussion & Presentation Field Trips & Guest Presenters
<b>The Creative Process</b> (2 WEEKS)	Learn how to effectively lead and manage creative teams. Understand the purpose of an effective creative brief and how to summarize the CREATIVE goals of a project in language that the whole team understands. Be aware of the various functions and titles that exist and how each role interacts with the others.	Creative Brainstorming Writing Effective Creative Briefs
<b>The Power of Design</b> (4 WEEKS)	Understand the role graphics and design play in brand-focused marketing. Identify the power of design and be able to communicate effectively with designers. Understand the importance of clearly-executed planning and communication in order to achieve the best design.	Discussion & Presentation "Sell" a Design Critique of a Design Creating Mood Boards

# expectations FOR THE COURSE

## PROFESSIONALISM:

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You are expected to actively participate in this course. This class is a creative and engaging course and it is essential to have maximum student participation to create a positive experience and successful situation for all involved. You will be expected to act as professionals and to discuss things as professionals. We will be covering a myriad of topics ranging from creative discussion to account management and campaign planning. You will be asked to "put it all together" in end-of-semester projects that encompass the material from all the discussions.

## THE WORK:

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This class will have several projects throughout the semester to put into practice the concepts we discuss. The goal of these projects is to better prepare you to function as a PR and marketing professional. Projects will be announced as the semester progresses and will combine reading, writing, analysis and design elements. There is no official text for the course, but there will be several excerpts and chapters you will be required to read. These will be available in a packet in the Bookstore. There will be several writing assignments which will require original thinking on your part as well as professional writing skills. You will be graded on the quality of your projects, scores on periodic quizzes and the quality of your final project, to be announced.

## PLAGIARISM:

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Plagiarism includes knowingly "representing, by paraphrase or direct quotation, the published or unpublished work of another person as one's own in any academic exercise or activity without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials" (Code of Policies and Procedures for Students, Article V, Section 3A.1). The university's penalties for plagiarism are severe. They include "#1) warning or reprimand and #2) grade adjustment" (see: Article VI, Section 1A): Other penalties may also be imposed at the dean's discretion. These include probation, suspension, expulsion, withholding of transcripts, denial or revocation of degrees, referral to psychological counseling, and other appropriate disciplinary actions. Because public trust and personal credibility are essential to journalists and other professional communicators, the JCOM department observes a zero-tolerance policy regarding academic dishonesty: Any documented form of academic dishonesty--including plagiarism--will result in an automatic F in the course and a report to the department head, the dean of the college and the USU vice president for student services. JCOM students who engage in documented academic dishonesty may be dropped from the major. Students who hand in similar or identical work will receive an "F" regardless of who copied from whom. If you have any questions about what's acceptable work under strict codes of academic honesty, see the USU Code of Policies and Procedures for Students, or consult your professor. Any suspicious work may be submitted to a database that compares student papers with other student and published work in a web database.