

## ASSIGNMENTS & LESSON OUTLINE | SPRING 2020

# COMSTRAT 383 Media Strategies & Techniques

WASHINGTON STATE UNIVERSITY | THE EDWARD R. MURROW COLLEGE OF COMMUNICATION

Section 03 – Rebecca L. Cooney, MS

| LESSON   | ACTIVITIES       | DETAILS  | POINTS | DEADLINE    |
|--|------------------|--|--------|-------------|
| <b>Lesson 1:</b><br>Foundations in Professional Communication<br><br>W1: Jan 13-17<br>W2: Jan 20-24<br>W3: Jan 27-31 | Reading          | Ch1: Getting Organized for Writing<br>Ch2: Becoming a Persuasive Writer                        | 24     | Mon, Feb 3  |
|  | Micro Project    | Research, Style, & Attribution Suite   | 25     |             |
|  | Online Portfolio | Phase 1: Personal Brand, Planning and Site Structure   | 20     |             |
|  | Podcast          | Research, Orientation & Intro to Anchor  | 15     |             |
|  | CCE Project*     | Orientation, Research, & Preparation for your CCE partner projects                             | 20     |             |
| <b>Lesson 2:</b><br>Newsmakers & Media Relations<br><br>W4: Feb 3-7<br>W5: Feb 10-14<br>W6: Feb 17-21                | Reading          | Ch3: Finding and Making News<br>Ch4: Working with Journalists and Bloggers                     | 24     | Mon, Feb 24 |
|  | Micro Project    | Newsworthy Creations Suite   | 25     |             |
|  | Online Portfolio | Phase 2: Preliminary Setup & Content   | 20     |             |
|  | Podcast          | Episode #1 – “For the Love of Influencers”   | 15     |             |
|  | CCE Project*     | Select tasks related to your CCE partner’s PR, social media, outreach and promotional efforts  | 20     |             |
| <b>Lesson 3:</b> Writing for Earned, Owned, & Shared Mediums<br><br>W7: Feb 24-28<br>W8: Mar 2-6<br>W9: Mar 9-13     | Reading          | Ch5: Writing the News Release<br>Ch6: Preparing Fact Sheets, Advisories, Media Kits, & Pitches | 24     | Mon, Mar 23 |
|  | Micro Project    | Earned, Owned, Shared Writing Suite  | 25     |             |
|  | Online Portfolio | Phase 3: Showcasing Your Best Work and Providing Context                                       | 20     |             |
|  | Podcast          | Episode #2 – “Triggered”   | 15     |             |
|  | CCE Project*     | Select tasks related to your CCE partner’s PR, social media, outreach and promotional efforts  | 20     |             |
| Spring Break March 16-20   |                  |  |        |             |
| <b>Lesson 4:</b> Digital Communications<br><br>W10: Mar 23-27<br>W11: Mar 30-April 3<br>W12: Apr 6-10                | Reading          | Ch10: Websites, Blogs, and Podcasts<br>Ch11: Social Media & Mobile Apps                        | 24     | Mon, Apr 13 |
|  | Micro Project    | Digital Communications Creative Suite  | 25     |             |
|  | Online Portfolio | Phase 4: Resume, LinkedIn, and Your Digital Footprint  | 20     |             |
|  | Podcast          | Episode #3 – “Social Media Minute”   | 15     |             |

|  |                  |   |                  |            |
|--|------------------|---|------------------|------------|
|  | CCE Project*     | Select tasks related to your CCE partner's PR, social media, outreach and promotional efforts | 20               |            |
| <b>Lesson 5: The Professional Communicator</b><br><br>W13: Apr 13-17<br>W14: Apr 20-24<br>Dead Week:<br>Apr 27-May 1 | Reading          | Ch13: Writing Email, Memos, and Proposals<br>Ch14: Giving Speeches & Presentations            | 24               | Mon, May 4 |
|  | Micro Project    | Professional Communicator Suite   | 25               |            |
|  | Online Portfolio | Phase 5: Site Testing, Quality Assurance, and Celebrating Success                             | 20               |            |
|  | Podcast          | Episode #4 – "Random Chatter"   | 15               |            |
|  | CCE Project*     | CCE Project Wrap Ups – final reports and close-outs   | 40               |            |
| <i>First Half of 383: Midterm grades due Mar 4</i>   |                  |   | <b>208 pts</b>   |            |
| <b>Total Points for 383</b>  |                  |   | <b>540 pts**</b> |            |

\*Note: Actual CCE project deadlines may vary according to client needs and priorities. CCE tasks may also include meet-ups, reports or presentations to clients as needed.

\*\*Final points do not include extra credit

#### KEY DATES – SPRING 2020

- Jan 13: First day of classes
- Jan 20: Holiday, Martin Luther King, Jr. Day
- Feb 17: Holiday, President's Day
- Mar 4: Midterm grades due
- Mar 16-20: Spring Break
- Apr 17: Last day to withdraw from a class
- May 4-8: Finals Week (383 does not meet)
- May 9: Commencement
- May 12: Final grades due