

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
Lesson 1: Foundations in Professional Communication W1: Jan 13-17 W2: Jan 20-24 W3: Jan 27-31	Reading	Ch1: Getting Organized for Writing Ch2: Becoming a Persuasive Writer	24	Mon, Feb 3
	Micro Project	Research, Style, & Attribution Suite (individual)	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	
Lesson 2: Newsmakers & Media Relations W4: Feb 3-7 W5: Feb 10-14 W6: Feb 17-21	Reading	Ch3: Finding and Making News Ch4: Working with Journalists and Bloggers	24	Mon, Feb 24
	Micro Project	Newsworthy Creations Suite (individual or small group)	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	
Lesson 3: Writing for Earned, Owned, & Shared Mediums W7: Feb 24-28 W8: Mar 2-6 W9: Mar 9-13	Reading	Ch5: Writing the News Release Ch6: Preparing Fact Sheets, Advisories, Media Kits, & Pitches	24	Mon, May 4
	Micro Project	Earned, Owned, Shared Writing Suite (individual or small group)	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				
Lesson 4: Digital Communications W10: Mar 23-27 W11: Mar 30-April 3	Reading	Ch10: Websites, Blogs, and Podcasts Ch11: Social Media & Mobile Apps	24	Mon, May 4
	Micro Project	Digital Communications Creative Suite (individual)	25	
	Online Portfolio	Phase 4: Resume, LinkedIn, and Your Digital Footprint	20	

W12: Apr 6-10	Blog Post**	Topic: Reflections, hopes and fears around COVID-19	15	
	CCE Project	Select tasks related to your CCE partner's PR, social media, outreach and promotional efforts**	20	
Lesson 5: The Professional Communicator W13: Apr 13-17 W14: Apr 20-24 Dead Week: Apr 27-May 1	Reading	Ch13: Writing Email, Memos, and Proposals Ch14: Giving Speeches & Presentations	24	Mon, May 4
	Micro Project	Professional Communicator Suite (individual)	25	
	Online Portfolio	Phase 5: Site Testing, Quality Assurance, and Celebrating Success	20	
	Blog Post***	Topic: Impact of COVID-19 and having to move to online education, social distancing, and moving forward in an ambiguous state	15	
	CCE Project	CCE Project Wrap Ups – final reports and close-outs**	40	
Total Points for 383			525 pts	

*I canceled the podcast assignment in Lesson 3 – “Triggered”

**CCE project scope and due dates will be dictated by CCE Leads so please work directly with your Lead should you have questions or need an extension. All CCE project work should be completed no later than May 4.

***To replace podcast assignments in Lesson 4 and 5, students will be asked to create blog posts instead.