

Name of Assignment: IMC File and Reflection Paper
Name of Course: Introduction to Strategic Communication
SunYoung Park, University of Massachusetts--Boston

I. LOC:

LOC #5: Critically analyze messages

- Identify meanings embedded in messages
- Articulate characteristics of mediated and non-mediated messages
- Recognize the influence of messages
- Engage in active listening
- Enact mindful responding to messages

II. Length of Assignment:

This assignment takes almost an entire semester to complete. I assign it in the second week of the semester; it is due by the last week of class.

III: Materials needed:

Computer access and reliable internet access

IV. Instructions:

IMC File

Objective:

To demonstrate your ability to recognize communication tools and messages that support advertising, public relations, and integrated marketing communication programs.

Format:

- Collect original copies, photocopies and/or electronic copies of the types of items listed below. In a few cases you may only be able to provide a *detailed* description of something you heard or saw (radio spot).
- All examples must be placed in an electronic copy of the MS Word document.
- Each example must be clearly numbered using the numerical assignments in the list below. If an example is not numbered or is incorrectly numbered, it will not be counted as fulfilling the requirement.
- Each example must be accompanied by a 2-3 paragraph analysis that explains why you selected the piece for your file and your evaluation of the effectiveness of the message/tool. **Apply the material/terminology from the course. If the statement is not legible or if course terminology is not applied, I will not count it as fulfilling the requirement.**
- A reflection paper will be written at the end of the semester. This document should be presented at the beginning of the file.

- You are expected to build this file over the course of the semester. You will be presenting your entries in various class discussions.

Content Requirements: (10 points per item/analysis)

1. Advertisement that you particularly like.
2. Advertisement that you feel is misleading or tasteless.
3. Advertisement that is targeted specifically to your demographic or lifestyle. How effective is it?
4. Advertisement that you think is particularly creative from a design or copywriting standpoint
5. An advertisement that is part of a multi-media campaign. (TV, magazine, radio, Internet, outdoor)
6. Describe a local billboard that you think is effective.
7. A logo or trademark that effectively supports the brand's image.
8. A logo or trademark that does a poor job of conveying a message about the brand.
9. A company news release announcing charitable giving by a corporation.
10. A company news release announcing a new product/service.
11. An effective example of organization's response in a negative situation/crisis scenario.
12. An example of a local special event that is effectively promoted. Look for brochures, flyers, ads in the local paper, etc.
13. An example of sponsorship that effectively helps a business reach its target audience.
14. Find paid advertising on an internet portal site. Do you think they would be effective if you were in their target audience?
15. Visit www.mashable.com Find an article that presents an organization's creative and effective use of social media.
16. An example of an integrated marketing campaign which uses a wide range of promotional tools working together to create widespread brand exposure, keeping a consistent brand message.

Reflection Paper

The purpose of the reflection paper is to "make sense" of the variety of clippings that now fill your IMC file. You have been collecting examples of communication tools that support advertising, public relations, and integrated marketing/branding communication programs.

In approximately 3 (typed, double-spaced) pages, DISCUSS what you have learned from this experience and the course. This discussion should address the following items:

- a. What have you learned about the complexity and the process of developing marketing, advertising, and PR messages? (Be specific and point to "file" examples that illustrate key learning points.)
- b. In what ways have your views of advertising and public relations activities changed since the beginning of the semester?

c. What skills and knowledge do you think are needed by a professional working in the areas of marketing, advertising, PR, and/or graphic design?

Please carefully proofread your paper.

V. Rubric or Scoring Guide:

	160 points for a total of 16 questions (10 point per each question) for IMC File
+	<u>40 points (10 points for each question and 10 points for the quality of writing/editing) for Reflection Paper</u>
	200 points in total

VI: Notes:

Students' success with the IMC File assignment and students' ability to participate in class discussions online will be enhanced by the extent to which students read various news publications, trade press, and Internet resources. I expect them to make every effort to get follow uses of social media. Also, I encourage them to ask family and friends for copies of magazines. If students decide to pursue a career in public relations, advertising, and/or marketing, students will begin each day by reviewing a variety of news-related materials. An investment in reading gives students a professional edge in a very competitive job arena.

VII. References:

List all sources, using APA formatting.