



湖北工业大学  
HUBEI UNIVERSITY OF TECHNOLOGY

<b>Course Title</b>	Professional Communication Campaign Project
<b>Course Code</b>	COMM 5552
<b>Semester</b>	Summer 2026
<b>Course Length</b>	4 Weeks, 60 Contact Hours
<b>Credits</b>	4
<b>Instructor</b>	TBA
<b>Office</b>	TBA
<b>Email</b>	TBA
<b>Prerequisite</b>	Graduate standing in Communication, Public Relations, Media Studies, Organizational Leadership, Business.

### Course Description:

How do communication professionals transform strategy into persuasive campaigns, creative communication artefacts, and professional client presentations? How do integrated communication projects operate within contemporary professional environments?

Professional Communication Campaign Project provides students with advanced capstone-level experience in the implementation, production, and presentation of professional communication campaigns. Working under faculty supervision and industry-oriented studio structures, students develop a comprehensive applied communication project that simulates professional agency and organizational communication practice.

Students produce campaign deliverables including digital media assets, communication artefacts, campaign visuals, stakeholder materials, presentations, and implementation strategies while refining project management and client communication capabilities. The course emphasizes creative execution, communication leadership, campaign evaluation, professional pitching, and portfolio development.

Through critiques, workshops, production sessions, collaborative reviews, and public presentations, students synthesize the knowledge and skills acquired throughout the Master of Communication program while preparing for professional communication careers and industry practice.

### Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** – Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

### Student Learning Outcomes:

Upon completion of this course, students will be able to:

- Produce professional communication artefacts across multiple media formats;
- Implement integrated communication campaigns using strategic planning frameworks;
- Develop creative communication content aligned with client and audience needs;
- Present campaign concepts and recommendations professionally to simulated clients and stakeholders;
- Demonstrate leadership, collaboration, and project management within communication teams;
- Apply visual, written, and digital communication techniques within professional contexts;
- Evaluate campaign effectiveness through feedback, analytics, and reflective analysis;
- Integrate ethical and culturally responsive communication practices into campaign execution;
- Construct a professional-quality communication portfolio;
- Demonstrate readiness for professional communication industry practice.

### Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements:

Tuten, Tracy and Michael Solomon. *Social Media Marketing*.

Landa, Robin. *Graphic Design Solutions*.

Kerzner, Harold. *Project Management: A Systems Approach to Planning, Scheduling, and Controlling*.

### Course Requirements:

#### **Campaign Concept Development and Proposal (15%)**

Students develop a professional campaign proposal outlining communication objectives, implementation strategies, creative direction, and deliverable planning.

#### **Communication Artefact Production (25%)**

Students create professional communication materials including digital content, presentations, visual assets, campaign messaging systems, and media deliverables.

**Campaign Implementation Simulation (15%)**

Students participate in collaborative implementation exercises simulating professional communication environments and client interactions.

**Reflective Production Journal (10%)**

Students maintain documentation of project development, production challenges, revisions, collaboration experiences, and professional reflections.

**Final Campaign Presentation and Pitch (25%)**

Students present a fully integrated communication campaign to a review panel through professional pitching and strategic justification.

**Professional Portfolio and Participation (10%)**

Students compile project materials into a professional communication portfolio and contribute actively to critiques, workshops, and collaborative sessions.

<b>Assessments: Activity</b>	<b>Percent Contribution</b>
Campaign Concept Development and Proposal	15%
Communication Artefact Production	25%
Campaign Implementation Simulation	15%
Reflective Production Journal	10%
Final Campaign Presentation and Pitch	25%
Professional Portfolio and Participation	10%

**Grading:**

Final grades will be based on the sum of all possible course points as noted above.

<b>Grade</b>	<b>Percentage of available points</b>
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	64-69
D-	60-63
F	0-59

**Course Schedule:**

*The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.*

<b>COMM 5552 Schedule</b>		
Lecture	Topic	Readings

L1	Introduction to Communication Campaign Production	Course Reader
L2	From Strategy to Campaign Execution	<i>Tuten</i> Ch.1
L3	Campaign Branding and Creative Direction	<i>Landa</i> Ch.2
L4	Content Development and Communication Writing	Supplemental Readings
L5	Digital Media Production Techniques	Multimedia Tutorials
L6	Social Media Campaign Systems	<i>Tuten</i> Ch.4
L7	Visual Communication and Design Systems	<i>Landa</i> Selections
L8	Audience Engagement and Interactive Communication	Journal Articles
L9	Campaign Workflow and Project Management	<i>Kerzner</i> Ch.3
L10	Professional Client Communication	Selected Articles
L11	Video, Audio, and Multimedia Storytelling	Multimedia Sources
L12	Workshop: Campaign Production Development	Independent Studio Work
L13	Midterm Campaign Critiques	Review Materials
L14	Communication Analytics and Campaign Metrics	Digital Resources
L15	Public Relations and Media Outreach	Supplemental Readings
L16	Crisis Response and Adaptive Communication	Journal Articles
L17	Collaborative Production Studio	Independent Research
L18	Ethical and Inclusive Communication Design	Selected Essays
L19	Portfolio Development Strategies	Professional Resources
L20	Presentation Design and Persuasive Pitching	Multimedia Sources
L21	Campaign Refinement Workshops	Studio Consultations
L22	Final Production and Editing Sessions	Independent Studio Work
L23	Pitch Rehearsal and Presentation Feedback	Review Materials
L24	Final Campaign Presentation Preparation	Course Reader
L25	Final Campaign Pitch and Reflective Discussion	Final Review

### **Accommodation Statement:**

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

### **Academic Integrity Statement**

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or outside the University; and nondisclosure or misrepresentation in filling out applications or other University records.

### **Other Items:**

**Attendance and Expectations**

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

**Assignment Due Dates**

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

**Make-Up Work**

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

**Access, Special Needs, and Disabilities**

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.