M.P.S. in Strategic Public Relations

PSPR 6208: Strategic Marking & Marketing Communications

3 Credits

Instructor Information

Instructor: Yanique Woodall

Yanique Woodall is Senior Director, Corporate Communications and External Affairs at The Home Depot (NYSE:HD). In this role, she leads brand communications, which plays a key role in the Home Depot's messaging strategy to support social impact programs, marketing, merchandising, product innovation and technology goals. Leading an internal team of professionals, as well as agency partners, she contributes to The Home Depot's growth and innovation efforts by leading the storytelling and digital media strategies. In addition, Yanique is responsible for the proactive earned media strategy for The Home Depot Foundation, defining the company's thought-leadership program regarding sustainability and managing The Home Depot's branded merchandise $25M retail business, which drives the company's associate engagement efforts targeting over 500K+ associates.

Prior to joining The Home Depot in 2017, Yanique was the Chief Communications Officer and Vice President, Public Relations at 1-800-FLOWERS.COM (NASDAQ: FLWS). In this role, she led the organization's corporate communications division and external agencies in strategic integration of consumer, business, and trade communications programs to support 1-800-FLOWERS.COM and its subsidiaries. In addition, she was responsible for the company's internal communications, global reputation management strategy and thought leadership. Yanique served as the senior communications advisor on the Executive Leadership Team.

Yanique joined 1-800-FLOWERS.COM as director of public relations, consumer floral brand in 2006. In this position, she directed the external communication efforts to support business gift services, franchise relations, marketing, and new business initiatives. Previously, she worked for Avon Products, Inc., and was responsible for the marketing and communications for the company's flagship and first retail venture in New York City as well as Avon's partnerships with Sears and J.C. Penney. Yanique was also senior manager, corporate communications group at Fujifilm, USA, Inc.

Since 2009, Yanique has been an Adjunct Assistant Professor in George Washington University's Graduate School of Political Management. She has earned a bachelor's degree in communications from Hofstra University and a master's degree in corporate and public communications from Seton Hall University and an Executive MBA from the Michael J. Coles School of Business at Kennesaw State University.

Contact Information

Phone Number: (516) 320-4465

Email Address: professorwoodall@gmail.com, ywoodall@gwu.edu

Office Hours: Tuesdays 8PM-9PM ET or please email professor to schedule a meeting.

Course Detail

Course Description and Overview

This course is designed to offer you an applied perspective to developing, implementing, and reviewing marketing communications in the context of professional public relations. The approach to this class will be from the perspective of a business manager or marketing consultant. You will be asked to take on the role of marketing strategist as you review several companies' marketing programs for different products and services. Although this course is based online, I hope for this to be a very interactive experience with guest speakers and live discussions during my office hours. Please participate as much as possible to make this rewarding for all of us.

Course Learning Objectives

As result of completing this course, students will be able to:

1. Develop, implement, and evaluate integrated marketing strategy and marketing communications.
2. Identify the ideal strategies from a marketing tool box.
3. Present and defend analyses succinctly and clearly in a competitive business environment.
4. Evaluate constituencies, competition, and firm needs in order to develop a responsive marketing plan.

Program Learning Objectives

Upon the completion of the Masters in SPR, students will have obtained an enhanced

understanding and skills in:

1. Fundamentals of effective, strategic communications;
2. Best practices for writing, media relations and strategic communications planning and implementation;
3. Leadership in communications on a sound ethical and financial basis;
4. Managing the implementation of strategic communications strategies.

Graduate School Expectations

Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:

1. Utilize effective time management skills to complete and submit their assignments on their required due dates and times.
2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting:

Lawrence Parnell
Director, Strategic Public Relations Program
lparnell@gwu.edu

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

Required Text and Learning Materials

- Armstrong, G. & Kotler, P. (2017). *Principles of Marketing,* (17th edition). Harlow, England: Pearson. ISBN: 978-0134492513

*Please note: Students should **NOT** purchase the global edition or any older edition of the textbook. Only the 17th edition will ensure that students have the appropriate readings and assignments.*

This text was selected because it provides a direct and comprehensive outline of the requirements pertaining to marketing strategy. The book will also prove very useful as a reference guide later in your careers. While the world of marketing is constantly changing, especially with the rise of social media, this text offers a good dissection of the fundamentals.

Additional required readings available on Blackboard.

Evaluation and Grading

Assessments will contribute toward the student's grade based on the following chart:

Assignment Category	Weight
Discussions (3% each)	30%
Final Project Draft Components (Assignment 3.1 and 6.1, 10% each)	20%
Final Project Presentation (Assignment 10.1)	50%
Total	*100%*

Tentative Course Schedule

The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar. Final dates and details will be found on the Blackboard course site.

Week	Topic	Lessons	Readings	Assignments
1	Marketing Overview and Review of the Three Cs	Lesson 1.1: Marketing Overview and Customer Analysis Lesson 1.2: Brand Analysis – Coke vs. Pepsi: The 2021 Cola Wars	*Principles of Marketing* Ch. 1 & 2 "Google's Alphabet Mission" (in Ch. 2)	Discussion 1.1: Self-introduction Discussion 1.2: Google's Alphabet Mission Assignment 1.1: Final Project Part 1
2	Competition	Lesson 2.1: Competitive Intelligence	*Principles of Marketing* Ch. 3 & 18 "Fitbit: Riding the Fitness Wave to Glory" (in Ch. 3)	Discussion 2.1: Fitbit: Riding the Fitness Wave to Glory
3	Integrating Public Relations & Branding Within the Marketing Mix	Lesson 3.1: Integrating Public Relations & Branding Within the Marketing Mix	None	Assignment 3.1: Final Project Part 2
4	Customers	Lesson 4.1: Segmentation, Targeting, and Positioning Lesson 4.2: Segmentation, Targeting, and Positioning continued	*Principles of Marketing* Ch. 4, 5, & 7 "How Grubhub listened to customers to deliver excellence" (*available on Blackboard*) "Email Testing: How the Obama campaign generated approximately $500 million in donations from email marketing"	Discussion 4.1: Objectives Review and Key Terms

5	Brand Management and Product Planning	Lesson 5.1: Brand Management and New Product Planning	*Principles of Marketing* Ch. 8 & 9 "Airbnb: Making Hospitality Authentic" (in Ch. 8)	Discussion 5.1: Airbnb: Making Hospitality Authentic
6	Evaluating Results/PR Measurement	Lesson 6.1: Evaluating Results/PR Measurement	None	Assignment 6.1: Final Project Part 3
7	Pricing	Lesson 7.1: Pricing Lesson 7.2: Pricing continued	*Principles of Marketing* Ch. 10 & 11 "Trader Joe's: Cheap Gourmet – Putting a Special Twist on the Price-Value Equation" (in Ch. 10)	Discussion 7.1: Trader Joe's: Cheap Gourmet – Putting a Special Twist on the Price-Value Equation
8	Place and IMC	Lesson 8.1: Place or Distribution Lesson 8.2: Integrated Marketing Communications	*Principles of Marketing* Ch. 12, 13, 14, & Appendix 3	Discussion 8.1: Critical Thinking Exercise
9	Marketing, Investor Relations, and Government Relations	Lesson 9.1: Marketing, Investor Relations, and Government Relations	None	Discussion 9.1: Feedback on Final Project Draft
10	Final Project	None	None	Assignment 10.1: Final Project Part 4

Expectations and Responsibilities

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site regularly throughout the semester to review weekly course content, view announcements, and submit assignments. Students can access the course site through GWU Blackboard.

Support for Blackboard is available at 202-994-4948 or the IT Blackboard web page.

Please note that your access to this course on Blackboard will continue for one month after the course ends. If you wish to keep any work or materials, you must download or save them before the course closes.

Technology Requirements

It is your responsibility to ensure that you have the required technology to fully participate in this course. The minimum technology requirements for learning online at GW are outlined on the Technical Requirements and Support web page.

If you have any problems with the technology in this course, you can seek technological support from GW in a variety of ways, outlined on the IT Support website.

GW is committed to providing an inclusive and welcoming environment that is accessible for everyone, including people with disabilities.

The following links provide more information about the accessibility of technologies that may be used in this course:

- Blackboard accessibility
- Microsoft Office accessibility
- Adobe accessibility
- Vimeo accessibility
- YouTube accessibility
- VoiceThread accessibility
- Webex accessibility

If you have any issues regarding the accessibility of the technology used in this course, please contact your instructor. You may also explore the Disability Support Services website.

Technology Expectations

Regarding technology skills, you should be able to:

- Create documents and presentation slides
- Use a webcam and microphone
- Use a digital camera or scanner
- Upload files, including recordings and images
- Be open to learning and registering for new technologies
- Be flexible when technological glitches happen (which is a given)
- Seek technological help when necessary by contacting the Division of Information Technology

If you have any problems with the technology expectations in this course, please contact your instructor.

Getting Started

Everything you need to get started in the course is contained within the Blackboard course site. You can use the menu links on the left side panel to view different components. The content for each learning unit is divided into folders—one for each week. More unit folders will unlock as weeks in the course progress.

Participation Policy

All students are expected to learn and contribute by being a positive participant in discussions, activities, presentations, and assignments. If you have an unavoidable conflict or become ill, in a way that will affect your participation in a given week, please notify your instructor immediately.

Communication & Feedback

Important announcements will be posted periodically via Blackboard's announcement feature throughout the course. The instructor will strive to reply to student questions within 24 hours and provide feedback for assignments within a week after the due date.

Grading Scale

Following is the grade scale for all CPS classes:

Grade	Range	Grade Standard
A	94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A-	90-93	Represents solid work with minor errors. Overall, excellent work.
B+	87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B	83-86	Good work, but needs reworking and more effort.
B-	80-82	You've completed the assignment, but you are not meeting all of the requirements.
C+	77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C	73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C-	70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F	Below 70	Unacceptable performance, or inability to submit the assignment.

Netiquette

Please observe the following rules of netiquette for communicating online:

- Remain professional, respectful, and courteous at all times.
- Remember that a real human being wrote each post and will read what you write in response. It is easy to misinterpret discussion posts. Let's give the benefit of the doubt.
- If you have a strong opinion on a topic, it is acceptable to express it as long as it is not phrased as an attack. Please be gracious with differing opinions.
- When upset, wait a day or two prior to posting. Messages posted (or emailed) in anger are often regretted later.

● Proofread and use the spell check tool when you type a post. It makes the post easier to read and helps your readers understand what you are saying.

Your instructor reserves the right to delete any post that is deemed inappropriate for the discussion forum, blog, or wiki without prior notification to the student. This includes any post containing language that is offensive, rude, profane, racist, or hateful. Posts that are seriously off-topic or serve no purpose other than to vent frustration will also be removed.

Credit Hour Policy

For this **10-week, 3-credit course** there will be an average of **9-10 hours** of combined direct instruction and independent learning per week. More information about GWU's credit hour policy can be found at the Office of the Provost's Policies web page (Under: Assignment of Credit Hour Policy).

University Policies & Services

Academic Integrity

Academic Integrity is an integral part of the educational process, and GW takes these matters very seriously. Violations of academic integrity occur when students fail to cite research sources properly, engage in unauthorized collaboration, falsify data, and in other ways outlined in the Code of Academic Integrity. Students accused of academic integrity violations should contact the Office of Student Rights and Responsibilities (SRR) to learn more about their rights and options in the process. Outcomes can range from failure of assignment to expulsion from the university, including a transcript notation. For more information, please refer to the Office of Academic Integrity website, email (rights@gwu.edu), or call (202-994-6757).

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.

The Copyright Act (17 U.S.C. § 10) governs the rights attributed to owners of copyrighted work. Under certain circumstances, educational institutions may provide copies of copyrighted works to students. The copies may not be copied nor used for any other purpose besides private study, scholarship, or research. Users should not provide electronic copies of any materials provided on this course's Blackboard site to unauthorized users. If a user fails to comply with Fair Use restrictions, he/she may be held liable for copyright infringement. No further transmission or electronic distribution is permitted.

Use of Electronic Course Materials and Class Recordings

Students are encouraged to use electronic course materials, including recorded class sessions, for private personal use in connection with their academic program of study. Electronic course materials and recorded class sessions should not be shared or used for non-course related purposes unless express permission has been granted by the instructor. Students who impermissibly share any electronic course materials are subject to discipline under the Student Code of Conduct. Please contact the instructor if you have questions regarding what constitutes permissible or impermissible use of electronic course materials and/or recorded class sessions. Please contact Disability Support Services if you need additional accommodations for accessing electronic course materials.

University Policy on Observance of Religious Holidays

Students must notify faculty as early as possible, but no later than three weeks prior to the absence, of their intention to be absent from class on their day(s) of religious observance. If the holiday falls in the first three weeks of class, the student must inform the faculty within the first week of the semester that they are enrolled in the course.

To the greatest extent possible, faculty must continue to extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations.

Faculty who intend to observe a religious holiday must arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

For the full text of the policy and calendar of religious holidays, please see the Office of the Provost's Policies web page (Religious Holidays document).

Disability Support Services (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact Disability Support Services. They can be contacted by phone at 202-994-8250 or in person at Rome Hall, 801 22nd Street, NW, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information visit the Disability Support Services website.

Counseling and Psychological Services

GW's Colonial Health Center offers counseling and psychological services, supporting mental health and personal development by collaborating directly with students to overcome challenges and difficulties that may interfere with academic, emotional, and personal success. For additional information call 202-994-5300 or visit the Counseling and Psychological Services website.

The Writing Center

The Writing Center is located in Gelman Library at 2130 H St NW in Suite 221 and they can be reached at 202-994-3765 or via email at gwriter@gwu.edu. You can schedule writing center appointments, both in-person or by phone, in advance. Daytime and evening hours are available. Check for this semester's hours at the writing center contact page. The Writing Center does offer Summer hours.

GWU Libraries

Off campus students have full access to all of the research resources, services, and assistance that the Library offers. The GW community has access to 500+ online subscription databases and to millions of items, electronic and print, in the library catalog. Off-campus students even have additional privileges because the Library will FedEx print materials to your home. For more information visit the GW Libraries homepage.

Call the Ask Us desk at 202-994-6048 or contact someone at the library to answer any questions. For questions beyond "Do you have this book/article?" and "How do I login?" use the website mentioned to make a research consultation appointment with a librarian. Librarians are there to guide students through any aspect of the research process, from selecting and narrowing a topic, crafting a research strategy to citation management.

Safety and Security

- **In an emergency**: call GWPD at 202-994-6111 or call 911
- **For situation-specific actions**: review the Emergency Response Handbook

- **In an active violence situation**: [Get Out, Hide Out or Take Out](#)
- **Stay informed**: review [notification tools for staying informed during emergency and safety related situations](#)