

Campaign Project

Be the
message,
study
Communication
Studies



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Situation Analysis

TARGET AUDIENCE

High school students, parents, undecided majors, community organizations, university faculty, and administrators.

Students: Emphasize creativity, career paths in media, social impact, digital communication.

Parents: Highlight job prospects, leadership skills, skill versatility.

Undecided majors: Showcase flexibility and wide applicability.

Community organizations & Faculty: Promote Communication Studies as an important field to different careers

SOCIAL ENVIRONMENT

Social environment values versatility, employability, and creative thinking.



SHIPPENSBURG
UNIVERSITY

Objectives

Set goals to define success

- **Increase Open House attendees interested in Communication Studies by 25%.**

- **Collect at least 50 prospective student contacts.**

- **Distribute over 100 materials/branded items.**

- **Gain at least 30 new followers on the campaign's social media page within 2 weeks post-event.**

Strategies

Artistic proofs

Message Construction

CREDIBILITY

- Quotes from professors, employers, and past students

EMOTIONAL APPEAL

- Alumni and student success videos.

LOGICAL APPEAL

- Infographics about career paths and job stats.

Cialdini's levers of persuasion

Strategies

(Cialdini, 2021)

Persuasive theories and tactics:

- **Social Proof:** Share testimonials from current students
- **Reciprocity:** Give away branded items like pens, stickers
- **Scarcity:** Highlight limited advising spots/internships
- **Motivational models:** Maslow's hierarchy showing how Communication satisfies esteem, belonging, and self-actualization.
- **Commitment and Consistency:** Students write why communication matters to them

Communication Studies

Core Skills

Critical Thinking & Problem-Solving

- Analyze information, understand human behavior, and solve problems
- Develop strategic thinking abilities
- Navigate complex social and professional situations

Relevance Across All Careers

- Effective communication is the key to success in all fields
- You will learn how to craft clear, persuasive messages
- Understand how different audiences interpret them.

Core Areas of Study

Public Speaking

Persuasion &
Rhetoric

Organizational
Communication

Intercultural
Communication

Interpersonal &
Group
Communication

Communication
Theories &
Research

Careers

Careers in Business and Industry

Business manager, speech writer, communication consultant, director of communication, special events planner and coordinator and sales associate



Careers in Media, Marketing, and Advertising

Social media specialist, marketing specialist, media relations specialist, communications director



Careers in Government and Education

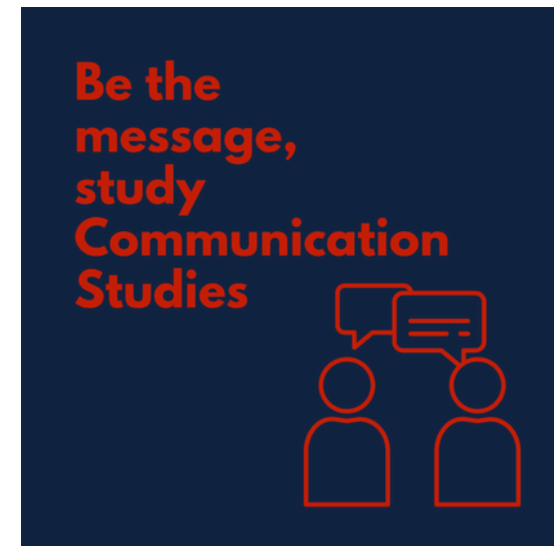
Press secretary, public affairs specialist, writer or editor, crisis communication associate, non-profit associate



QR CODE



SLOGAN



Implementation

Materials and Examples

HANDOUTS



BRANDED ITEMS FOR GIVEAWAY

- Stickers
- Fidgets
- Pens
- Pencils

Q&A

- Be ready to answer questions about possible careers, areas of study, and skills

COMM MAJOR TESTIMONIES



Skit

Considering the Situation Analysis, Objectives, Strategies and Implementation, we are going to do a skit



Evaluation

Measurement of Outcomes

Google form Surveys post-visit

Tracking number of materials distributed and QR code/Instagram clicks

Counting collected contacts and follow-up signups.

Internal Group Evaluation

Group debrief:
What worked,
what didn't,
what to
improve.

We analyzed our audience, set clear objectives, crafted strategic persuasive messages, designed engaging materials for implementation, and outlined a strong evaluation plan.

Communication Studies offers students endless opportunities to work in different atmospheres, and our campaign shows exactly why it's the right choice.

Conclusion

References

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Thank You!