**Reflective Journal on your M. A. Program in Strategic Communications:**

1. **My imagined future –** five years from now I hope to have acquired a great deal of knowledge, experience, and skill within the film industry through personal observation and efforts. At this time I would like to have worked with at least one person from each department making up the film industry and learned the language of the trade. I have an interest in Marketing, so by this time I would also like to be settled in Marketing strategies which are effective and have produced profitable outcomes and/or financial gains.
2. **How would you describe your development of the following skills in the program? If one of these answers describes what you learned, you can just circle it. Otherwise, please describe your experience:**

* Planning communication campaigns by producing multi-public,

multi-channel communication campaign planning documents.

5. I learned a great deal.

4. I learned a fair amount.

3. I already knew a lot, and learned more.

2. I already knew a lot, and didn’t learn much more.

1. I didn’t know very much and didn’t learn much about this topic.

* Managing communication campaigns by producing budgets, task

lists, and schedules in project management software.

5. I learned a great deal.

4. I learned a fair amount.

3. I already knew a lot, and learned more.

2. I already knew a lot, and didn’t learn much more.

1. I didn’t know very much and didn’t learn much about this topic.

* Applying formative research to develop communication campaigns

and messages.

5. I learned a great deal.

4. I learned a fair amount.

3. I already knew a lot, and learned more.

2. I already knew a lot, and didn’t learn much more.

1. I didn’t know very much and didn’t learn much about this topic.

* Creating persuasive campaigns that meet high ethical standards by

producing messages.

5. I learned a great deal.

4. I learned a fair amount.

3. I already knew a lot, and learned more.

2. I already knew a lot, and didn’t learn much more.

1. I didn’t know very much and didn’t learn much about this topic.

* Evaluating effective communication campaigns by conducting

summative research.

5. I learned a great deal.

4. I learned a fair amount.

3. I already knew a lot, and learned more.

2. I already knew a lot, and didn’t learn much more.

1. I didn’t know very much and didn’t learn much about this topic.

* Delivering professional-level presentations in the online environment.

5. I learned a great deal.

4. I learned a fair amount.

3. I already knew a lot, and learned more.

2. I already knew a lot, and didn’t learn much more.

1. I didn’t know very much and didn’t learn much about this topic.

* Demonstrate leadership and collaborative skills by participating in group tasks and presentations as leader and team member.

5. I learned a great deal.

4. I learned a fair amount.

3. I already knew a lot, and learned more.

2. I already knew a lot, and didn’t learn much more.

1. I didn’t know very much and didn’t learn much about this topic.

1. **List each course you have taken and for each one answer appropriately:**

**COM 605- *Content Distribution* (Instructor: Joan Van Tassel)**

* 1. What papers, projects, or plans did I complete?
* Papers

Assignment Unit 1 Week 1- Mass Media- Television

Assignment Unit 2 Week 2- Social Media- Social Networks

Assignment Unit 3 Week 3- Personal Media- iPods and Podcasting

Assignment Unit 4 Week 4- Print Media- Direct Mail

* ProjectsNative American Pacific Islander Leadership Institute (**NAPALI)**

Final project: To select an organization of our choosing to create a Communications Campaign with effective communication strategies and tactics for incorporation, past and current situation analysis of the organization, and timeline for suggested endeavors.

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

* 1. What did I learn?

Choosing NAPALI for my project allowed me to explore a region of the world that I had never considered interacting with before. Meeting some of the Polynesian leaders, the “Kapunas”, was a great honor and really sealed in my mind the desire to work with their organization throughout my Master’s Program. Research of the organization proved useful as I learned how NAPALI operated over the last decade and what may be able to be implemented with 21st century tools to improve communication with its target audience. I learned how to talk to members of an organization about new personal media, social media, and print media technologies, how they operated, and what benefit they could have to their daily marketing strategies. In doing this time and time again I began to learn something even deeper. NAPALI was an organization made up of individuals from different walks of life with one common love: their Polynesian Heritage. They were students, high school drop outs, politicians, homeless, and even past royalty within the Pacific Rim. I had the opportunity to learn about an ancient culture, the traditions and values unmatched by many today.

* 1. What did I learn that I think will prove useful in the future?

Knowing about each media platform within society is important for any job within the marketing industry: how a product should be promoted, advertised, distributed, or sold - it all depends on which media platform is being used. This course taught me about each media platform, how much each platform costs to utilize, and which platforms are most beneficial for certain set objectives and goals.

* 1. If I were in charge, how would I improve the course?

I do not think I would suggest improvements for this course in any specific area. Even though it was my first in the program, it was simple enough to understand, the moderator was very helpful and supportive, and the class facilitated higher learning by my definition and standards.

**COM 610- *Integrated Marketing Communications* (Instructor: Mark Thompson)**

1. What papers, projects, or plans did I complete?

* Papers

Assignment Unit 1- Segmentation and Targeting, Decision Making Units

Assignment Unit 2- Objectives and Activities

Assignment Unit 3- Media Platforms, Strategies, Tactics,

Assignment Unit 4- Audience Positioning and Controls

* Projects Native American Pacific Islander Leadership Institute (**NAPALI)**

Final Project: The completed work of all 4 weeks put together in a consistent document- Assembled in the form of an internal business memo

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

Throughout this course I learned how to separate the audience of an organization by its demographics, psychographics, and lifestyles. After pointing out what commonalities occur within these categories, I learned how to address the desires of the groups for promotions and advertising purposes to both the outside audiences and internal audiences of the organization. This course also taught me how to arrange objectives (effect oriented) and goals (time oriented) that are supported by strategies and tactics which would later be measured through mid course corrections.

1. What did I learn that I think will prove useful in the future?

Setting up a campaign like this taught me how to organize my thoughts into a concise document for future reference. Now any time I need to create a campaign outlining the positioning and control factors of an organization, I will be able to look back and draw upon the results from this course’s project. Also through this project I learned the business memo format which should be helpful in the future for writing internal documents.

1. If I were in charge, how would I improve the course?

Laying out this plan for this assignment was genuinely one of the most brilliant ideas I think there could have been for a capstone. I say this for two reasons. First, it was a difficult assignment and demanded rigorous research, ultimately setting me up for what this program was going to be all about in my education. Second, the material covered in this course covered many angles of the professional communication industry, ultimately producing fundamental knowledge of coping with and identifying changing markets and future jobs. In saying this, I do not think that anything should be changed to this course; it was excellent just the way it was planned by the department.

**COM 615- *Research Methods* (Instructor: Sara Kelly)**

1. What papers, projects, or plans did I complete?

* Papers

Assignment Unit 1 Week 1- Research Plan

Assignment Unit 2 Week 2- Quantitative Research

Assignment Unit 3 Week 3- Qualitative Research

Assignment Unit 4 Week 4- Final Paper- Complete Research Report

* Projects Native American Pacific Islander Leadership Institute (**NAPALI)**

Formal Interview for Qualitative Research Paper, Likert Scale form/analysis/evaluations for Quantitative Research

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

This course taught me how important it is to conduct research, interviews, focus groups, and surveys on communication strategies and tactics while implementing communication campaigns. In past courses I had put together 3 strategies and 4 tactics of 21st century communication tools which NAPALI could have used for potential beneficial. In order to see which of these strategies and tactics would be the most worthwhile implementing, it was worthwhile to conduct research in the form of qualitative and quantitative measures for sound data. Before this course I had conducted interviews; but I had never transcribed those interviews for analysis and observations. Another concept I learned from this course was the proper creation, distribution, and measuring of quantitative data through method of surveys. By the time this course ended, I had narrowed the strategies and tactics down to accommodate the most effective communication with the target audience based upon audience feedback and response through the conducted research.

1. What did I learn that I think will prove useful in the future?

I learned how to conduct interviews, focus groups, surveys, and data analysis and evaluations. I learned how to scratch ideas that I thought would be useful for the greater good of the research outcomes which meant taking into consideration their recommendations: what to do differently if I or anyone else were to conduct the same project again.

1. If I were in charge, how would I improve the course?

I do not think that I would change much about this course except the work load. Although it was quite useful, finishing up 5 interviews, transcribing each of them while analyzing and evaluating the dialogue was almost an unbearable ordeal. This deals primarily with Unit 2 of the course; I am not referring to the other weeks: 1, 3, and 4.

**COM 620- *Crisis Communications* (Instructor: Gillian Silver-Rodis)**

1. What papers, projects, or plans did I complete?

* Papers

Response Paper Unit 1 Week 1- Exxon Valdez Crisis

Response Paper Unit 2 Week 2- Jack in the Box- Ecoli Bacteria

Response Paper Unit 3 Week 3- The Oklahoma City Bombing

Response Paper Unit 4 Week 4- Strategic Communications Plan

* ProjectsNative American Pacific Islander Leadership Institute (**NAPALI)**

Final Project: Proposed Strategic Communication Plan for NAPALI. This focuses on a crisis communication plan, an emergency response set up and general understanding of what should happen to leadership in the chance of a crisis.

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

This course taught me how to deal with events in times of crisis which includes: What to mention to stakeholders both primary (internal to the organization) and secondary (external to the organization); who should assume responsibility for the organization to the press and how that responsibility should be communicated; and lastly how important it is to stay current with the issues for any further crisis.

1. What did I learn that I think will prove useful in the future?

During this course I learned how to put together a Crisis Communication Plan which would be important for any organization that I work with in the future. Now that I know what crises have occurred to other organizations, how they handled the publicity, and what they did to correct measures, I will be more capable of putting together a sound plan for an organization before a crisis or crises occur.

1. If I were in charge, how would I improve the course?

I would not try to improve this course at all, but I think it would be better to take it later in the program than earlier as it may provide valuable background material for the law and ethics course COM 650.

**COM 625- *Campaign & Program Management* (Instructor: Louis Rumpf)**

1. What papers, projects, or plans did I complete?

* Papers

Assignment Unit 1- Research Paper: Competitors, SWOT, Core Problems

Assignment Unit 2- Goals and Objectives, Key Publics and Messages

Assignment Unit 3- Communication Strategies and Tactics

Assignment Unit 4- Evaluation Criteria and Tools, Conclusions and Recommendations

* ProjectsNative American Pacific Islander Leadership Institute (**NAPALI)**

Final Project: 10-Step Strategic Communications Planning Matrix. This project focuses on combining each one of the components above assembled into one final document. This is a great guide to use as a template for any future projects in my new career.

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

This course taught me how to set up measures for proper evaluation of effective communication strategies and tactics. Up until this point, all the strategies and tactics were suggested in the courses, but we did not have a way to measure then other than from an audience response. Making up this 10-Step Strategic Communications Planning Matrix, I was able learn more about the target audience of NAPALI: the future and current Fellows, while setting up the framework for evaluation criteria along with the tools necessary for assessing those criteria.

1. What did I learn that I think will prove useful in the future?

Setting up criteria for evaluation will be most useful in the future, because it is likely I will be working with newly proposed communication strategies and tactics that have not already been implemented in certain organizations. By having a way to measure effectiveness of a certain proposed communication strategy or tactic, I will be able to save money for the organization, increase awareness of the target audience, and justify why certain actions were required in the plan.

1. If I were in charge, how would I improve the course?

I think that SWOT, the evaluation criteria, and evaluation tools were the most fundamental aspects to this course which were not visited in prior courses. Although this is the case, these sections only took up about 40% of the paper; all the rest dealt with prior information covered in other courses. I think that the 40% should have been more integrated into the 100% score; but then again I know it is important to have backgrounds and a situation analysis in papers regardless of perpetual appearance.

**COM 630- *Campaign & Program Evaluation* (Instructor: Mark Thompson)**

1. What papers, projects, or plans did I complete?

* Papers

Assignment Unit 1- Communication Plan Evaluation & Measurement- Media Platforms & Communication Strategies and Tactics

Assignment Unit 2- Communication Plan Evaluation & Measurement- Measurement Criteria and Source

Assignment Unit 3- Communication Plan Evaluation & Measurement- Costs, Gross Profit Margin, Break-evens

Assignment Unit 4- Communications Plan Evaluation &Measurement- SCORE

* ProjectsNative American Pacific Islander Leadership Institute (**NAPALI)**

Final Project: SCORE Plan Analysis and Evaluation

Research SCORE; analyze, and evaluate. Create a plan by indicating past market trends of the organization including gross profit margins and break-evens. I then began constructing strategies and tactics that the organization could use in future times by measuring costs, totals, and optimum output incomes for effective strategic communications.

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

During this course I learned how to evaluate strategies and tactics that are effective based on multiple figures including: costs, gross profit margins, and the break-evens for each strategy and tactic. Working on ClassLive Pro each week we would work out situations and expenditures for sample organizations. We were able to take this a step further and present the figures for the organization of our choosing, in my case NAPALI. By the time the course was finished I felt I had learned more from it than from any business course I have taken in years past.

1. What did I learn that I think will prove useful in the future?

It is important to know what certain strategies and tactics will cost, while also showing annual profit margins and break-evens. This information can break a company if a close personal eye is not kept on the financial figures. This course taught me how to evaluate strategies and tactics from this financial management angle.

1. If I were in charge, how would I improve the course?

If I were to change something about the course I would only suggest a new preference for the final project. Everyone in the class was supposed to analyze and evaluate the organization SCORE. I did not quite understand why we were supposed to do this work on SCORE as its name just came up halfway through the course. I think a subject based upon past campaigns for our organization would have been more beneficial than adding in a separate organization to the mix later in our program.

**COM 635- *Management of Creativity and Innovation* (Instructor: Joan Van Tassel)**

1. What papers, projects, or plans did I complete?

* Papers

Assignment Unit 1 Week 1- Propaganda Theory

Assignment Unit 2 Week 2- Pool of Reality Theory

Assignment Unit 3 Week 3- Group Identities

Assignment Unit 4 Week 4- Digital Rights Management: Apple Computer Inc. Vs. O’Grady, Jade, and Bhatia

* ProjectsNative American Pacific Islander Leadership Institute (**NAPALI)**

Create and design a group G-mail account: [nucomm635@gmail.com](file:///C:\Documents%20and%20Settings\Katie%20Klinger.PRABBLE-6D28295\Local%20Settings\Temp\nucomm635@gmail.com)

Create and design a group Twitter account: <http://twitter.com/NUJupiter> Create and design a group avatar using Second Life:

See avatar on Facebook-profile picture

Create and design a group website: <https://sites.google.com/site/nucomm635/>

Create and design a group Facebook account: <http://www.facebook.com/people/Nu-Jupiter/100001931596698>

Create and design a group Wiki account:

<http://nujupiter.wikispaces.com/>

* Plans

1. Discussion Board to facilitate research, creativity, documentation, and feedback
2. To form a group identity in every project due for the course. Original plans turned out to be the final plans with our Avatar being named NUJupiter due to her desire and interest in potential future endeavors. Each member of our group decided that this name summed each of us up as a collective mentality.
3. What did I learn?

This course taught me about the game **Second Life** via the World Wide Web and how influential it can be in marketing an identity. I also learned how to build a wiki which I had never done or thought about before this program. I learned how to keep communication alive in the group as we were assigned to assume different titles each week with separate duties and responsibilities for the group’s learning experience. Without proper communication our projects for each week would definitely not have been completed on time.

1. What did I learn that I think will prove useful in the future?

Having now dabbled in different technologies across the World Wide Web, I will now feel more comfortable getting into a new technology that I may not have ever used before this course. This will be important because as time goes by, technologies are changing across the World Wide Web; and each of these websites constructed during this course had their own uniqueness and challenges in creation. That is to say, I will be able to take what I have learned in the constructions of these websites and continue to find alternate paths for increased communication across the medium of the World Wide Web.

1. If I were in charge, how would I improve the course?

I would not change anything about this course either. I was nervous in the beginning because this was the first course where we had to work with group members in such tight fashion: making sure that each member did their part for the greater good of the whole group. After experiencing many tough and gratifying patches, I feel that I became closer to the members of my program as well as increased my knowledge and beliefs of how to hand communication in groups.

**COM 640- *Persuasion* (Instructor: Marla Friedler)**

1. What papers, projects, or plans did I complete?

* Papers

Assignment Unit 1: Print Ad and Body Copy for each theory below

* + - 1. Classical Conditioning Theory
      2. Operant Conditioning Theory
      3. Modeling
      4. The Yale Approach

Assignment Unit 2: Print Ad and Body Copy for each theory below

1. Social Judgment Theory
2. Balance Theory
3. Congruity Theory
4. Cognitive Dissonance Theory

Assignment Unit 3: Print Ad and Body Copy for each theory below

1. Theory of Reasoned Action
2. Theory of Planned Behavior
3. Theory of Elaboration Likelihood Method (ELM)- Central Route
4. Theory of Elaboration Likelihood Method (ELM- Peripheral Route

Assignment Unit 4: Print Ad and Body Copy for each theory below

* + - 1. Source Factors
      2. Message Factors
      3. Receiver Factors
      4. Social Learning Theory

Theoretical Analysis Unit 1- NAPALI Print Ad audience analysis

Theoretical Analysis Unit 2- NAPALI Print Ad audience analysis

Theoretical Analysis Unit 3- NAPALI Print Ad audience analysis

Theoretical Analysis Unit 4- NAPALI Print Ad audience analysis

* ProjectsNative American Pacific Islander Leadership Institute (**NAPALI)**
* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

This course taught me how to make print ads. Before this course I did not know much about Photoshop or Picasa 3 (software programs), but there were so many aspects to the ads that demanded an understanding of these software program. I am now proficient in both of the programs and feel confident in using them for future projects.

1. What did I learn that I think will prove useful in the future?

As discussed in the prior answer, Photoshop and Picasa 3 will be great tools to know for advertising and promotions. Another part of this course which I will be able to take with in future projects will be body copy text. There really is an art to creating an effective body copy text for each image. Every theory in this course had its own technique, but together they made up unique psychological mindsets to meet an audience’s needs.

1. If I were in charge, how would I improve the course?

This course was excellent, and I would not change anything about it. It taught me a great deal of knowledge in advertising and promotions plus it and gave every individual the opportunity to present their communication expertise highlighted with artistic illustrations.

**COM 650- *Legal and Ethical Issues* (Instructor: Martin Kruming)**

1. What papers, projects, or plans did I complete?

* Papers

Legal Commentary Unit 1- 1st Amendment Rights- Freedom of Speech

Legal Commentary Unit 2- 1st Amendment Rights- Freedom of Expression

Legal Commentary Unit 3- 1st Amendment Rights- Freedom of Press

Legal Commentary Unit 4- Final Paper: Choice of Project (see Projects)

* Projects

Final Project: **Howard Stern Vs. the FCC- Freedom of Speech**

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

During this course I learned all about the law as it applies to Communication with particular emphasis on the 1st Amendment to the Constitution of the United States of America. Each week we would have in-depth discussions over ClassLive Pro oriented toward different major issues occurring in the Supreme Court due to 1st Amendment Freedoms. Learning about these cases proved necessary during the course because weekly assignments were dependent upon a thorough knowledge of the events as they took place. The entire course did not deal with the law; another aspect important to our common dialogue involved ethics. This made the course much tougher because we learned that what is ethical does not always point toward what is legal in society. Subjective comments usually led many people in the course to talk about issues at one time, which helped to keep the conversation alive.

1. What did I learn that I think will prove useful in the future?

The knowledge of First Amendment Rights will forever be in the forefront of my mind, especially because my job in the future will probably be dependent upon respecting its power in society.

1. If I were in charge, how would I improve the course?

I would not change much about this course either as it presented answers to the challenges I was exhibiting at the right time. If I had to change one thing about the course I would select having it scheduled earlier in the program instead of right before the end. I know that I could have used First Amendment references in my other papers and assignments earlier in the program if I had been instructed on its valuable content.

**COM 660- *Capstone Project* (Instructor: Sara Kelly)**

1. What papers, projects, or plans did I complete?

* Papers

Assignment Unit 1- Job Market for Comm. Professionals

Assignment Unit 2- Networking Event/Informal Interview

Assignment Unit 3- Reflective Journal

Assignment Unit 4- DigitalCV

* ProjectsNative American Pacific Islander Leadership Institute (**NAPALI)**

Observing, Networking, Participating, and Practicing in the Film Industry

Reflective Journal

DigitalCV- resume, documents, photos, videos, accomplishments, knowledge, experience, skills, and personal links/websites: <http://www.visualcv.com/users/240052-papdrue/cvs/282318>

* Plans

Discussion Board to facilitate research, creativity, documentation, and feedback

1. What did I learn?

This course taught me a great deal of knowledge including: which companies/organizations would be beneficial for me to look into for future employment, how my anticipated career field may be effected by networking, how to conduct an informal interview with an individual at a networking event, and most importantly how to market myself in a virtual resume set up on the World Wide Web at [www.virtualcv.com](http://www.virtualcv.com).

1. What did I learn that I think will prove useful in the future?

I learned how to sell myself to future employers over the World Wide Web in the manner that will get results. This particular skill set alone is going to be quite helpful in future endeavors as I compete in the job market for a steady paying career. Learning how to make myself stand out above others in my field is one aspect I lacked coming into this program; but now I feel I have the knowledge about media and communications to compete successfully in the professional world.

1. If I were in charge, how would I improve the course?

I would not change this course one bit. I really like how it is structured and focused on our development throughout the Strategic Communications program with a special emphasis on building our virtual resumes for after graduation. I think this capstone project is a great idea, and I have been learning a lot about myself as an individual in the process.

1. **If I were in charge, how would I improve the program overall?**
   1. What topics would I add?

Topics I would add to this program include:

* How we communicate through body language
* History of global communication
* *Speech Acts* by John Searle
  1. What topics would I take out?

I do not really think that any of the topics covered in this program should be taken out, but if some had to go before others I would select:

* Integrated Communications
* Management of Creativity and Innovation
* Persuasion
  1. What assignments would I add?
* Reading people through talk
* Newest technologies of computer based communications
* Polite behaviors of being an employer or administrator in communication professions.
  1. What assignments would I take out
* SCORE Final Project- See COM 630
* Pool of Reality Theory- See COM 635
* Digital Rights Management- See COM 635
  1. What courses would I add?
* How And What We Communicate with Body Language
* Listening: The Most Important Tool For Effective Communication
* How Communication Changes Across Cultures
  1. What courses would I take out?
* I would not take out any of the courses to this program.
  1. What kind of instructors would I add?
* I would add instructors from different areas of the communication field: perhaps one individual who worked in radio, one from television, one from a social networking company, and possibly one from a print media source. This would provide us with a well-rounded team of instructors for advice and networking opportunities.