

# Strategic Approach

## Appeals Used

### Logic

We will primarily use logic appeals (logos) throughout this campaign. Logic appeals will work best to persuade higher management because of the specific goals we're trying to accomplish. Since we want to improve the reputation of HSJC, we will use facts to show higher management that we deserve a positive reputation. Dr. Hawkins has been the Chancellor of Troy University for 35 years, so simple fluff material will not impress him. We must use data like student graduation rates, hireability after graduation, awards, and achievements to impress higher management. This shows current students the prestige of their program, gives pride to the alumni and administration, and improves the reputation of the department.

### Control & Charisma

We will use control and charisma appeals throughout our campaign. By utilizing several effective communicators, we will be able to reach our target audience successfully. Since interpersonal communication is the most effective form of persuasive communication, we must choose our communicators with intention and purpose for each situation. We will use communicators who exude control and charisma. Charisma is defined by familiarity, likability, similarity, and attractiveness. Control is defined by power, authority, and scrutiny. This balance is key for effective communication: without control, we will merely be friendly; without charisma, we will be off putting. We must blend these together to reach and persuade our audience.

# Tactical Recommendations

The State of HSJC Campaign uses the hierarchy of objectives to implement a strategic plan to improve the reputation of HSJC to Troy University's higher administration. Our team has three awareness objectives, two acceptance objectives, and one action objective.

## Awareness Objectives

1. To have an effect on the awareness of HSJC with higher administration, specifically to create news about the department by beginning an inaugural luncheon about HSJC students, alumni, and department success (increase of 10% within 8 months).
2. To have an effect on the awareness of Troy University's higher administration, specifically, showcasing the importance of alumni success by sharing testimonials on how HSJC impacted their professional careers (increase of 10% within 8 months).
3. To have an effect on the awareness of Troy University's higher administration, specifically to increase attention about the hands-on learning components offered at HSJC that equip students with journalism skills and job readiness (increase of 10% within 8 months).