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The purpose of this capstone is to provide a first hand perspective on the development of a social marketing campaign. “The YES Campaign” is a campaign for students, by students. With the goal of raising awareness of sexual assault on AU’s campus, “The YES Campaign” focuses its messaging on consent – encouraging students to have healthy sexual relations through effective and clear communication. This capstone follows the process of creating and launching the campaign. The blogs provide a personal perspective, on a regular basis, of how the class worked together, the struggles we had, challenges we faced, and successes we enjoyed. The op-ed pieces addressed the issue of sexual assault and followed the progress of the campaign. Lastly, the video serves as a “how to” for those interested in creating their own campaign in the future.