UF | College of Journalism and Communications
UNIVERSITY of FLORIDA

SYLLABUS – MMC6936 Digital Promotions/Campaigns – Spring 2019

Mondays periods 4-6 (10:40-1:40) in Weimer 3334

Professor: Dr. Marcia DiStaso, APR, Associate Professor and Chair Public Relations Department
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Office hours – 2085 Weimer Hall: Wednesdays, 2:00 – 4:00 p.m. or by appointment

Course Description
This course examines the evolving world of digital communications with a focus on how to use social media strategically to create value. Since we are studying a topic that is literally changing every day, the course will be fairly fluid allowing us to focus on, and respond to, what is happening right now across the digital landscape. This will be a hands-on experience supported by theoretical, strategic and professional best practices. Students will complete the course with a comprehensive knowledge of and experience in how to develop an integrated digital public relations campaign, from formulation to evaluation.

Course Format
This class is intended to be an interactive learning environment where sharing of opinions and ideas is encouraged. You must keep up with the reading assignments to fully understand issues and intelligently contribute to classroom discussion. It is in your best interest to fully engage yourself because what you learn will help you make important decisions in the future.

Course Objectives & Learning Outcomes
By the end of the course, students should:
- Demonstrate an understanding of the process of creating and evaluating effective digital campaigns.
- Understand the conceptual foundations behind effective digital campaign management.
- Critically evaluate digital campaigns, including strategies, objectives and tactics.
- Communicate persuasively, clearly and directly through digital messages.
- Apply knowledge of research methodology and analytics to digital content.
- Apply digital media techniques and tools to reach and engage diverse audiences.
- Craft and deliver appropriate messages through social media.
- Identify metrics of success for digital media.
- Determine an effective digital media strategy for an organization.

College of Journalism and Communications Objectives
The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:
- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Required Book
Kim, Carolyn Mae (2016). *Social media campaigns: Strategies for public relations and marketing.* Routledge. https://www.amazon.com/Social-Media-Campaigns-Strategies-Relations/dp/1138948608

Additional Readings as Assigned
Students are expected to regularly read industry news, examples include: PRWeek, The Holmes Report, IPR Research Letter, and PR News.

Additional reading will be assigned over the semester.

Availability
Please feel free to speak with me at any time during the semester about any questions or concerns you have. You can stop by during my office hours or make an appointment to see me at another time during the week. I'm also available by email and will try to get back to you within 24 hours.

Course Requirements & Grading

This is a professional course and students are expected to behave as professionals at all times. To that end the following activities are required:

Attendance & Class Participation – 10%

You are expected to be an active member of the class. Participation is defined as attendance, proper preparation for the day's assignments, and participating in discussions and the group project. It is important to remember that it is not enough to simply attend the class. You need to critically think about the concepts we discuss in class and be prepared to ask questions and share your views in class.

We only meet once a week so missing a class is a big deal! One unexcused absence will be allowed during the semester. If you have more than one unexcused class, a 10% grade deduction will apply to your final grade (e.g. from An A to B or from a B to C). Excused absences must be emailed to me before the start of class and have either a doctor's note or be for a verifiable professional opportunity. You are responsible for all verification and deadlines still apply. I DO NOT accept late assignments. If you miss a class, it is up to you to get notes and materials from fellow students.

Quizzes – 10%

You will have four quizzes over the semester. You must be in class to take the quiz. If your absence is approved in advance, you can take the quiz remotely at approximately the same time.

Assignments – 20%

Assignments using and/or evaluating digital tools. Directions and details will be provided separately. Please plan to have an assignment each class and homework due each week.

Case Study Analysis – 20%

This assignment will require you to critically analyze a case to determine success or failure and recommendations. Directions and details will be provided separately.

Digital Campaign Project – 40%

This project will utilize everything you learn over the semester to create a digital campaign. Directions and details will be provided separately.

The grading scale for the course is:

A 92-100%	C 72-77%
A- 90-91%	C- 70-71%
B+ 88-89%	D+ 68-69%
B 82-87%	D 62-67%
B- 80-81%	D- 60-61%
C+ 78-79%	E below 60%

Follows current UF policies (https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx).

Course Professionalism

Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity, but think ahead to how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger.

Students are expected to arrive on time, not leave early unless prior permission is granted, and wait for the class to end before packing to leave. Cell phones and other electronic devices must not be used during class. In the event of an emergency, notify me at the start of class. Laptops may be used for assignments or as a note-taking device. Surfing the Internet, checking or sending email or texts, playing games, and other online activities not related to class are strictly prohibited.

Online Course Administration — e-Learning in Canvas

http://elearning.ufl.edu/ will be used to administer the course communication, materials, and grades.

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

University Honesty Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regard to grades earned in courses and on individual assignments. See: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

Campus Resources

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.
Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
University Police Department at 392-1111 (or 9-1-1 for emergencies), or
http://www.police.ufl.edu/.
E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu
https://lss.at.ufl.edu/help.shtml
Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
https://www.crc.ufl.edu/.
Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
https://teachingcenter.ufl.edu/.
Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
https://writing.ufl.edu/writing-studio/.
Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

* This syllabus is subject to change as appropriate and necessary. Updates will be posted on Canvas.

Course Structure
This class will be structured into three separate blocks:

Block One: Student Led Class Discussion
This includes but is not limited to:
1) Digital news updates – Each week two student will lead conversations about digital related current news (details provides separately)
2) Scholarly research overviews – Each week 2 students will lead conversations about scholarly research on digital topics (details provides separately)
3) Case studies – Each week one student will lead a conversation about a campaign case study (details provides separately)

Block Two: Lecture/ Professor Led Discussion
This will come from the readings.

Block Three: Immersion
This will include guest speakers and activities

Weekly Theme
Each week the students will be assigned material revolving around the weekly theme. The weekly list will consist of required and recommended items. These items can be articles, book segments and blog posts, they might also be audio and video presentations. Weekly themes will be set on the first course meeting.

Toolbox
Another focus of this course will be building a toolbox from the growing collection of digital tools. These tools will be examined, used and critiqued in a lab format.

Course Schedule and Readings from your Book

Jan. 9	**Introduction to Digital Promotions, Campaigns, and Each Other**
Jan. 16	**Value of Digital Media** READ: Chapters 1 – Kim **News Updates:** Ashleigh Kathryn & Natalie **No Case Study**
Jan. 23	**Research** READ: Chapter 2 – Kim **News Updates:** Katherine & Stacey **Case Study:** Alexis **Research**: Tucker
Jan. 30	**Analytics** **News Updates:** Erin & Alexis **Case Study:** Ashleigh Kathryn **Research:** Bhakti
Feb. 6	**Planning** READ: Chapter 3 – Kim **News Updates:** Jess & Bhakti **Case Study:** Erin **Research**: Kathryn
Feb. 13	**Influencers** **News Update:** Tucker & Fanjue **Case Study:** Natalie **Research**: Ashleigh Kathryn
Feb. 20	**Implementation** READ: Chapters 4 & 5 – Kim **News Updates:** Ashleigh Kathryn & Jess **Case Study:** Stacey **Research**: Erin

Feb. 27	**Engagement** **News Update:** Natalie & Bhakti **Case Study:** Fanjue **Research**: Courtney
March 6	**Spring Break!**
March 13	**Engagement** **News Updates:** Tucker & Erin **Case Study:** Jess **Research:** Natalie
March 20	**Content Creation/Repurposing/Going Viral** **News Updates:** Alexis & Stacey **Case Study:** Bhakti **Research:** Fanjue
March 27	**Evaluation** READ: Chapter 6 – Kim **News Updates:** Katheryn & Fanjue **Case Study:** Kathryn **Research:** Jess
April 3	**Workday – No class!**
April 10	**Stewardship** **News Update:** Courtney **Case Study:** Tucker **Research**: Stacey
April 17	**Report Writing** **Case Study:** Courtney **Research:** Alexis Book Reviews Due
April 24	**Present Digital Campaigns**