

Course Syllabus
Advertising & Social Media (ADV4930.4C74, SummerB2013)
Weekdays Summer Period 3
WEIM G036

Text:

Required: Gladwell, **The Tipping Point: How Little Things Can Make a Big Difference**

Strongly Recommended: Rodgers, **Diffusion of Innovations**

Instructor:

Dennis DiPasquale

Email: DiPasquale@ufl.edu Phone: (215) 983-8870

Office: Weimer G036 (Office Hours MTW 1p-2p)

Course Overview:

This class is designed to help students understand the foundations of internet-based social media as it applies to corporate communications. The course will take a seminar style approach with students engaging in closely moderated discussion regarding the theories and practices that guide this new phenomenon of social media.

Course Objectives:

- Understand the history of internet based social media
- Understand how Social Media can be categorized
- Understand what creates viral campaigns
- Understand social media audiences and how social media gets adopted and why this is different from traditional media
- Understand how social media can be used in corporate communication strategies, specifically with advertising, public relations and promotions.
- Understand how companies can integrate social media with traditional media campaigns
- Understand the social and ethical issues companies face using social media along with the ethical and social issues for social media users.

Grading

Grading for this course will be subjective and determined by your participation and demonstration of knowledge.

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| A Range | Student has demonstrated full mastery of the topics |
| B Range | Student has demonstrated adequate level of knowledge with regards to the topics covered |
| C Range | Student has failed to demonstrate knowledge through exams, projects, papers or participation |
| D/E Range | Student has missed a significant amount of classes and/or assignments |

Grading Policies:

UF's Grading policies can be found at <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>. Grades are not negotiable unless I've made a mistake.

UF Honor Policy, Academic Dishonesty, Cheating, Plagiarism...

Don't risk your future. Don't cheat, and don't do anything that could be construed as cheating. I have a low tolerance for it, as does the university. Anyone suspected of cheating will be referred to the Student Honor Council. (More information: <http://www.dso.ufl.edu/studentguide/studentrights.php>)

Attendance

Daily attendance is expected and mandatory. This is a seminar style course with significant discussion. Failure to attend class will be noticed.

Excused Absences

As this is an advanced senior-level summer course, students should make every effort to attend all classes except where a severe illness or situation has arisen. You cannot simply “make up” classroom discussions, even with an excused absence. As such, any absence from class will hurt you just by virtue of you missing these discussions.

Assignments

On the first day we will discuss the expectations for students. There will be a paper or project due before the end of the semester. The scope and depth of this project will be up to the student but must be appropriate to senior-level work. Generally, I may expect a campaign or a similar style of project for students who aim to go a professional direction after graduation while I may expect an academic, graduate-style research-intensive paper for those students who intend to enter graduate school. Students should be able to use their final submission as a way to demonstrate their proficiency and readiness for the next step.

Reading

Reading will be assigned from various sources throughout the semester. Reading assigned on a weekday is expected to be read that night for the next day’s class. Students should expect this reading to take no more than two hours. Occasionally, more intense reading will be given before the weekend or class will be cancelled to give students time to absorb the material. Those readings may take more time and students should plan for this and set aside time over the weekends for this reading. **It is important to read as this will form the basis for our discussions the next class.**

Assignments

If and when assigned, assignments due on any days that class is in session are due at the beginning of class. There will be a folder in the front of the class. Students are expected to place their paper/assignment/whatever in or on that folder. The folder will be removed shortly after class starts. No late assignments will be accepted. Do not skip or arrive late to class to work on an assignment. Items due when class is not in session are to be placed in my hand or mailbox (2nd floor of Weimer Hall) by 4:00pm that day. **NO ELECTRONIC SUBMISSIONS WITHOUT EXPRESS PERMISSION.**

Discussions

While participation in discussion is not an explicitly graded component of this course, you are encouraged to participate. There are times when the book is wrong and I am not aware of it, there are times when I can be wrong as well. I encourage **researched** and **polite** rebuttals to any arguments (mine, the book’s, fellow students) discussed in class.

Additional Policies:

Cell Phones & Mobile Devices:

Generally, all devices should be silenced during class. Texting during class will not be tolerated. During quizzes and exams any hint that you have a mobile device powered on suggests to me that you are cheating, you will be asked to leave and receive a failing grade for that exam. By “hint” I mean seeing or hearing a phone, a vibrating phone in your bag counts. This policy is in place both to reduce dishonesty as well as to ensure that there are no distractions for the rest of the class during exams. If you must bring your phone to a test, turn it off, pull the battery out or be VERY sure that it can’t be heard.

Laptops:

Using laptops or iPads for note taking or in-class searches is acceptable and encouraged so long as it’s not distracting. Please mute all sounds. I may request that you not use your laptop if I feel you’re surfing or chatting online and not actually taking notes. I reserve the right to modify this policy if it gets out of control.

Recording:

I have no objections to students recording class meetings. You do not need to ask my permission. Please be discreet as this may make some of your classmates uncomfortable.

Professor's Office Hours

My office hours are posted as above. Students are encouraged to check in before stopping by and/or make appointments. If you do happen to see me, it means I'm available to talk (I go to the library if I need privacy) and you are more than welcome to pop in for questions or to talk about advertising or anything else you think I might be able to help you with. Students are encouraged to use email to contact me. The BEST way for students to reach me is with the UFL email listed above. Please avoid replying to an email to start a new conversation with me as email systems may thread your reply and I might not see it right away. If I do not answer your email within 24-hours it means that I may have already or will shortly address your question in-class or on sakai. If you feel this has not happened you should send a second message after the next class meeting or ask me after class. Students are also welcome to text short questions, with email being the preference for longer or in-depth questions. Please only call my phone between 8am and 8pm.

Assignment and papers

All papers for class should be in AP (newspaper) style while projects should follow a more business writing style. Sources, references and citations should be in APA style. No assignments will be accepted via sakai or e-mail unless specifically stated. All work is to be submitted as a hard-copy/printout.

Academic Accommodations:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Schedule of Topics

The following is the general order of the classroom topics. We will attempt to cover two topics per week though some topics will take longer. This is subject to change.

- 1: Introduction
- 2: Social media science and the influences that affect social media
- 3: Social media audiences
- 4: Social media broken down (categories, etc)
- 5: IMC strategy and tactics on social media
- 6: Social media integration with traditional and other non-traditional media and methods
- 7: Measuring social media success
- 8: Social media and society: ethics, problems and legal issues

** Subject to change. The professor will notify students of any changes. Generally, changes are to you and your grade's benefit.*