University of Florida | College of Journalism and Communications
MAMC Social Media Graduate Program

MMC 5006: Introduction to Multimedia Communication
Spring 2015 | Syllabus

Welcome to Introduction to Multimedia Communication. This course is designed to help you discover all the channels/mediums/resources available to you as a communications professional. We will examine real-life examples and demonstrate how you can take your MAMC degree and utilize it in journalism, public relations, advertising, and marketing in several industries. This course covers new media while weaving in the skills you may have learned as an undergrad or graduate student.

Lecturer: Jaclyn S. Rhoads, M.Adv
              B.S. Journalism, University of Florida, 2002
              Masters Advertising, University of Florida, 2007
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Office Hours
Email me with questions, or to set up a phone or video call. I check my email regularly.

T.A.
Karen Pestrak, karenf16@ufl.edu (Karen is on PST time).

Course Description
This course introduces students of media, journalism and communication to the themes, issues and how to's of an integrated approach to new multimedia communications to make sure the brand message reaches its intended audience. Taking a real-world viewpoint, students will examine the various channels available to communication professionals and how to effectively use the channels. Topics include social media/multimedia writing and management; how to utilize several mediums for integrated communication campaigns; how marketing, branding and public relations play their roles in multimedia communications; careers in multimedia communications; the role of communications professionals; and the impact of new media technologies.

Canvas
The course lives inside of Canvas. Here you will find the URL for each week's lecture, discussion boards, assignments, announcements and more. The recorded lecture will take place in Adobe Connect.

Course Facebook Page
http://www.facebook.com/groups/MMC5006Spring15
Here you will find resources, links, and additional information.

Required Texts/Resources

- Young, A. (2014). *Brand Media Strategy: Integrated Communications Planning in the Digital Era. Second Edition.* New York. NY: Palgrave Macmillan.
- Various reading assignments from online reviews/blogs
- Computer with Internet access
- Access to social media accounts on Facebook, Twitter, Instagram, YouTube and more.

Your Objectives for this course

- To learn about the various channels available to communications professionals.
- To learn how to utilize those channels for maximum integrated communication approaches.
- To learn how to maintain brand awareness, personality and integrity on new media channels.
- To learn how to create and monitor multimedia communications campaigns, and how to analyze them.
- To demonstrate the importance of maintaining marketing channels (i.e. Blog) with effective copy, timely updates and **appropriate grammar/formatting.**
- To learn the importance of interaction on multimedia communication channels to help a brand establish and maintain an effective online presence.
- To realize the skills learned in this course go further than a degree in social media, but translate to other areas including marketing, public relations and more.

Discussions, Assignments & Projects

After watching each week's lecture, you can begin to work on the week's assignments:

- **Discussions**
  - There will be textbook chapter readings, online article readings or videos to watch. Discussions about these readings as well as on the lecture will take place each week.
  - Discussions take place in the forum on Canvas. **Questions will be posted by Mondays by 9 a.m. EST (refer to syllabus), with answers due by Thursday at 5:00 p.m. EST (refer to syllabus).** Sometimes you will be asked to provide real-world examples, while other times, you will be asked about theory. In addition, sometimes citing an outside source and linking to that source will be required. Using citations and documented research are great ways to bolster your viewpoints.
  - You will be placed into groups for ease of managing the discussions. **Students are required to provide feedback on at least two other students' discussion posts ("great post," or other brief statements do not qualify) by Fridays at 11:59 p.m.** You can venture outside your group if you'd like to respond to other classmates. Late assignments will lose 1 point per day late.

- **Assignments (also known as In Your Words)**
  - Students will create and maintain a blog throughout the semester *(or, you may use one you have already created for another class if the format allows you to – details are listed in assignment 1)*. Your blog entries will relate to that week's assignment. The blog will house your assignments, and be a platform for branding yourself as a communications professional. This also provides a place to share your findings with your fellow students. Your blog should be maintained over the entire semester to show the importance of maintenance, content creation, etc. Proper writing style, link usage, etc. must be maintained.
  - **Your post should be published live by each Sunday at 11:59 p.m. EST (refer to syllabus for due dates). Note your link to your blog post in Canvas also by 11:59 p.m. EST under "assignments." Late posts will lose 5 points each day past due date.**

- **Mid-term Project**
  - Students will comprehensively review a social media channel and become a subject matter expert, providing history, effective practices, enhancements, etc. Students will be assigned a social media channel including social networking sites, blogs, proximity marketing and content communities. For this project, students will submit a paper-length blog entry and will provide an online presentation (Prezi) with links, relevant videos, etc. Further details and your assigned channel will be posted in Canvas a few weeks prior to the due date.

- **Final Project**
  - Students will create an integrated communications plan for a real company that encompasses the work done over the semester and incorporates various channels reviewed in class.

Evaluation & Grades
Your final grade is based on the points you accumulate in several areas.

12 Weekly Discussion/Participation	(10 points available/week)	120 points
12 In Your Words Analyses	(30 points available/week)	360 points
Mid-Project		220 points
Final Project		300 points
TOTAL		**1,000 points**

A	930-1,000 points	B-	800-829	D+	670-699
A-	900-929	C+	770-799	D	630-669
B+	870-899	C	730-769	D-	600-629
B	830-869	C-	700-729	E	599 and below

Class Analytics

As an instructor, I'm able to monitor your participation within the Canvas system. Students who spend time in the system ENGAGED with reading assignments, watching lectures, responding to others etc. tend to do extremely well in the class. Stay informed on what's happening each week. Students with A's typically are active in class, and I have seen a direct correlation between students' time in the system and their grades.

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565. University counseling services and mental health services: (352) 392-1575

**Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://lss.at.ufl.edu/help.shtml

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at http://www.distance.ufl.edu/getting-help for:

- Counseling and Wellness resources
  - http://www.counseling.ufl.edu/cwc/Default.aspx
  - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu

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 Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php.

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, (352) 392-1261.

<u>**Schedule of classes**</u>

Date	Topic for Discussion/Virtual Lecture	Assignment
Course Introduction	▪ Introductions ▪ Syllabus overview & expectations	**Watch video for overall class success. (Posted under Week 1)**
Week 1 **1/6-1/11**	▪ Blog Set-up/expectations	**WATCH** ▪ Week 1 Lecture on Blog Setup **DISCUSSION 1** ▪ Refer to question in Canvas forum. ▪ Due Jan 11 **IN YOUR WORDS 1** Create your own personalized blog. This is where you will post your assignments. More details in Canvas. **DUE Jan.11**

Week 2 1/12-1/18	▪ What is multimedia communication?	**READ/WATCH** ▪ Chapter 1: Google and Facebook: Chapter 2: The new Media Playbook: A new set of rules for a new media world. ▪ Any supplemental materials listed in Canvas **DISCUSSION 2** ▪ Refer to question in Canvas forum. ▪ Due 1/15 **IN YOUR WORDS 2** ▪ A written analysis based on readings. Refer to Canvas for full details. ▪ Due 1/18
Week 3 1/20-1/25 **January 19: UF Holiday (MLK)**	▪ IMC approach o Planning for and utilizing the multimedia channels available ▪ Maintaining the brand o How do we maintain the brand personality on channels? (Voice, brand imagery etc)	**READ/WATCH** ▪ Chapter 3: A Shift from Media Planning to Communications Planning: Enter the Super Planner ▪ Chapter 7: Conducting the Orchestra: Making Integration Real ▪ Any supplemental materials listed in Canvas **DISCUSSION 3** ▪ Refer to question in Canvas forum. ▪ Due 1/22 **IN YOUR WORDS 3** ▪ IMC Brand Review. Refer to Canvas for full details. ▪ Due 1/25

Week 4 1/26-2/1	▪ Websites ○ How websites create both push and pull in a multimedia communications plan. **This will be a live class on 1/26/15 at 7 pm EST.** **Log into Adobe Connect:** **https://uflcoj.adobeconnect.com/mmc5006/** *The taped version will be available immediately afterwards, but try to make the live one if you can. This way, you can meet me in real time as well as your classmates.*	**READ/WATCH** ▪ Any supplemental materials listed in Canvas **DISCUSSION 4** ▪ Refer to question in Canvas forum. ▪ Due 1/29 **IN YOUR WORDS 4** ▪ Brand Website Analysis. Refer to Canvas for full details. ▪ Due 2/1

Week 5
2/2-2/8
	▪ Blogs
	    ○ Types/importance
	▪ Email marketing/eblasts
	    ○ Best practices
		READ/WATCH
		▪ Chapter 9: Touch Point Selection
		▪ Any supplemental materials listed in Canvas
		
		DISCUSSION 5
		▪ Refer to question in Canvas forum.
		▪ Due 2/5
		
		IN YOUR WORDS 5
		▪ Blog analysis. Refer to Canvas for full details.
		▪ Due 2/8

Week 6 2/9-2/15	▪ Content Communities ▪ Mobile ▪ Video	**READ/WATCH** ▪ Any supplemental materials listed in Canvas **DISCUSSION 6** ▪ Refer to question in Canvas forum. ▪ Due 2/12 **IN YOUR WORDS 6** ▪ Combining channels. Refer to Canvas for full details. ▪ Due 2/15

		▪ **Work on mid-term project**
Week 7 **2/16-2/22**	▪ Social media and Online Community Engagement	**READ/WATCH** ▪ Chapter 10: Getting Social ▪ Any supplemental materials listed in Canvas **DISCUSSION 7** ▪ Refer to question in Canvas forum. ▪ Due 2/19 **IN YOUR WORDS 7** ▪ Brands and social media. Refer to Canvas for full details. ▪ Due 2/22 **Midterm Project due February 25**

Week 8
2/23-3/1
	▪ Social Media:
	  ○ What is proximity marketing?
	  ○ Review marketing
	  ○ Industry specific channels
		READ/WATCH
		▪ Any supplemental materials listed in Canvas
		
		DISCUSSION 8
		▪ Refer to question in Canvas forum.
		▪ Due 2/26
		
		IN YOUR WORDS 8
		▪ Industry networks. Refer to Canvas for full details.
		▪ Due 3/1

Week 9 **3/2-3/8**	▪ Planning: ▪ What are the tools available for maintaining/organizing/ monitoring all these channels? **This will be a live class on 3/3/15 at 7 pm EST.**	**READ/WATCH** ▪ Any supplemental materials listed in Canvas **DISCUSSION 9** ▪ Refer to question in

	Log into Adobe Connect: https://uflcoj.adobeconnect.com/mmc5006/ ▪ *The taped version will be available immediately afterwards, but try to make the live one if you can.*	Canvas forum. ▪ Due 3/5 **IN YOUR WORDS 9** ▪ Media plans. ▪ Refer to Canvas for full details. ▪ Due 3/8
Week 10 **3/9-3/15**	▪ Event Marketing Communications o How to utilize IMC and multimedia tools for events	**READ/WATCH** ▪ Any supplemental materials listed in Canvas **DISCUSSION 10** ▪ Refer to question in Canvas forum. ▪ Due 3/12 **IN YOUR WORDS 10** o **You will follow a current tradeshow taking place this week. You will be reporting on Catersource, which is taking place 3/8-3/11** Details will be posted in Canvas of your assignment. Due 3/15
Week 11 **3/16-3/22**	▪ Privacy issues ▪ Legal Issues ▪ Reputation Management	**READ/WATCH** ▪ Any supplemental materials listed in Canvas **DISCUSSION 11** ▪ Refer to question in Canvas forum. ▪ Due 3/19 **IN YOUR WORDS 11** ▪ Reputation Management. Refer to Canvas for full details. ▪ Due 3/22
Week 12 **3/23-3/29**	▪ Analytics: We have our messages out there… now	**READ/WATCH** ▪ Chapter 12:

	what? Are they working? Are they driving business?	Measurement and Metrics • Chapter 13: Big Data and Analytics • Any supplemental materials listed in Canvas **DISCUSSION 12** • Refer to question in Canvas forum. • Due 3/26 **IN YOUR WORDS 12** • Analytics analysis. Refer to Canvas for full details. • Due 3/29 **Final Project due April 3**

About Jaclyn Rhoads

I am a graduate of the University of Florida's College of Journalism and Communications. I married my husband Jesse (another Gator) in 2004, and we currently live in Orlando with our daughter Lily (2 years old in March). We met our freshman year at UF, have been together ever since, and are proud to be Life Members of the UF Alumni Association! We frequently visit Gainesville to visit family as well as to cheer on the Gators.

Since high school, I have loved journalism and communications, and was even editor for 2 years of the award-winning *Odyssey* yearbook at JP Taravella H.S. I thoroughly enjoy taking a project from start to finish, and marketing and communicating all along the way no matter if that channel was a yearbook or if it's now in digital format via social media, e-newsletter, or video productions (integrated communications=my passion)!

In 1998, I became a Gator and when I arrived on campus, I immediately volunteered to work with the college's Florida Scholastic Press Association. I was very active with FSPA in high school and was eager to learn more from the inside out. During my time at UF, I also served as president of the Florida Magazine Student Association for two years, and was truly honored to be the recipient of the College's John Paul Jones award my senior year. I had several internships (all unpaid I may add!) at Taylor Publishing, Oxendine Publishing and Atlantic.net. I received my Bachelor's degree in journalism with an emphasis in magazines and a minor in business administration in 2002.

After graduating, I found a position utilizing my communications skills and became a Marketing Specialist for Florida Credit Union in Gainesville. In 2005, while working full-time, I went back to UF to earn my Masters in Advertising. I graduated in 2007 and regularly utilize the skills I learned in the graduate program in my career.

My next career stop brought me back to the University of Florida, but this time as an employee: a communications coordinator for Human Resource Services. This position allowed me to fine-

tune my internal communications, PR and crisis communications skills. When Jesse was relocated in 2008, we moved to Orlando and I became the Director of Communications for the Florida Nursery, Growers and Landscape Association in Orlando.

After absorbing everything about trade show marketing and association-based communications, I ended up in an industry that intrigued me most: hospitality. I became a marketing manager for Reunion Resort in Orlando and Hammock Beach Resort in Palm Coast in 2011. Leading a team of three marketing professionals, I learned this new industry quickly and successfully launched a large social media effort as well as e-mail marketing campaigns.

Most recently, I was the Marketing Manager for the Healthy 100 Institute at Florida Hospital in Orlando, where all the skills from my past positions were utilized each day. I managed a team of marketing and creative professionals as well as a host of interns. My team produced marketing communications and managed the branding on all channels for Florida Hospital's fitness centers, spas, retail pharmacies, and executive health assessment program.

I am currently freelancing on several projects including running my blog, Grow Gators; teaching for this program; and for the Web Design program in the college so I can stay home with my toddler! I enjoy teaching J-school students about real world communications. My goal is to help you learn how to take everything you have learned and be able to apply for any position, whether the job title is social media, communications, marketing, PR or advertising. Go Gators!