

MMC5006: INTRODUCTION TO MULTIMEDIA COMMUNICATION

SUMMER 2016

MAMC PROGRAM

3 CREDITS

COURSE INFORMATION

Course Website: learning.ufl.edu

Instructor: Lisa Hope

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352-870-9719

Twitter: @lisahopesays

LinkedIn: linkedin.com/in/thelisahope

COMMUNICATION

The instructor is available via email. No phone calls unless a meeting is scheduled. Please email or text to set up an appointment. For general course questions, please post on the questions discussion board in Canvas or email the instructor.

INTRODUCTION

This course introduces students to integrated marketing communications. Students examine digital media channels and how to use them effectively. For their final project, students will create an integrated communications plan for a real-world client. Course topics include: SEO, social media, video marketing, branding, planning, and email marketing.

COURSE DESCRIPTION

Creative content floods our lives, whether through newspapers, social media, or mobile. It's clear the ability to market to this audience is as important as literacy. In this course, we learn how to tell a story through digital channels, analyze the structure and content of an effective social media post, and - most importantly - learn how to make use of these channels to tell your story, market and sell your product through an integrated communications campaign.

RESOURCES

-Online articles are required for reading assignments each week. Readings consists of blogs, case studies, scholarly works, and online publications.

-Knowledge of social media: Facebook, Twitter, Instagram, YouTube, Pinterest.

COURSE OBJECTIVES

-Explore the various channels available to communication professionals.

-Learn how to utilize those channels for maximum integrated communication approaches.

-Learn how to create customer profiles, draft a positioning statement, and other digital marketing materials (email, video, social media, etc.)

-Study brand management and awareness on digital media channels.

-Demonstrate the importance of maintaining marketing channels (i.e., blog, social media) with effective creative content.

-Learn how to work with a real-world client and communicate ideas professionally.

-Create an intergrated marketing communication plan for your client - encompassing social media, digital media, and other multimedia tools.

-Learn how to analyze campaign effectiveness.

COURSE STRUCTURE

TEACHING PHILOSOPHY

To help students maximize their knowledge of digital communication tools in order to reach their creative potential in creating intergrated marketing communication strategies using a wide variety of skills.

LECTURES

Students are required to watch weekly lectures.

CANVAS DISCUSSIONS

Students are expected to engage with classmates on the Canvas discussion board. Students are required to write thoughtful discussion posts about class topics.

DISCUSSIONS

Note: After watching the week's lecture, you may start your assignments.

Each week, you must complete readings, watch the lecture, and watch any other videos as assigned. Discussions about these readings and the lecture take place each week on the Canvas discussion board.

Questions will be posted on the Canvas discussion board. Answers are due by Friday at 11:59 p.m. EST.

Sometimes you will be asked to provide real-world examples, while other times you will be asked about theory. In addition, you may be asked to cite an outside source and link to that source. Use citations and documented research to validate your points.

NOTE: You must provide feedback on at least three peers' discussion posts ("great post" or other brief statements do not count) by Sundays at 11:59 p.m. EST.

You must respond to all comments by Monday at 11:59 p.m. EST to receive credit.

To avoid confusing or affecting your peers, late comments will not be accepted.

ASSIGNMENTS

You will complete two major projects and a variety of weekly shorter assignments. The weekly projects give you the skills and pieces needed to complete your major projects.

Students will complete six assignments throughout the semester. Not each week will have an assignment. It is the student's responsibility to know which week an assignment is due. Length and theme of the assignment will vary.

Assignments are for students to use the material learned from readings and lectures; practice skills; experiment with content creation; and master the fundamentals of digital communications.

MIDTERM PROJECT

You will choose a [client](#) to use for all assignments, midterm and final project. The client can be your employer or a business of your choice, BUT you must know and communicate with the owner. Alternatively, the instructor can give you a list of available clients. You should choose a client who can improve its position in the marketplace by changing its marketing communications strategy and/or execution.

You will create a [creative brief](#). The purpose of this document is to provide a brand strategy for your client to accomplish its strategic objectives while staying on brand. This includes targeting and profiling, marketing strategy, and a clear communication strategy. The creative brief lays the foundation for the final project.

FINAL PROJECT

You will create an [integrated marketing communications plan](#) for your client. This includes: a creative piece that specifies the brand message and means of delivery to be used as the campaign platform; media plan that includes a timeline for the launch and campaign elements; discussion of anticipated results and means for evaluation.

POLICIES

There will be penalties for late work:

- Less than an hour late: 5 points off
- More than an hour late but less than 24 hours late: 10 points
- More than 24 hours late but less than 48 hours late: 15 points
- More than 48 hours late: 25 points
- Over a week late: 50 points off or not accepted at all

GRADING

Your grade in this course will be evaluated according to the following distribution:

- Canvas discussions/comments: 25%
- Assignments: 25%
- Midterm project: 25%
- Final project: 25%

WEEKLY DUE DATES

Weekly Canvas lecture/reading discussions: Fridays by 11:59 pm EST

Weekly Canvas comments: Sundays by 11:59 pm EST

Weekly Canvas comments responses: Mondays at 11:59 pm EST

Assignments: Sundays at 11:59 pm EST on week assigned

GRADING SCALES

CANVAS DISCUSSIONS

It is your responsibility to watch each of the lecture videos in their entirety and read all of the assigned reading.

You are expected to provide a 250 to 500 word response to the discussion prompt in Canvas. The instructor will post a question or writing prompt in the Discussion Board for you to answer based on the knowledge learned during the lecture and reading. Your reactions are not summaries of the material presented, but actual reactions to the writing prompt. You may discuss topics not mentioned during the lecture or readings that relate to the discussion. You must site your sources. **You will not get any points if you skip the Discussion but comment on others' posts.**

Lecture reaction posts are awarded points of 0 -100 according to levels of completion:

- 100 points: Completed task fully and by the due date according to the schedule. Reaction meets word requirement and provides an actual reaction to the writing prompt and not a summary of the lecture.
- 80 points: Reaction post made by the due date according to the schedule. Reaction DOES NOT meet word requirement, but provides an actual reaction to the prompt and not a summary.
- 50 points: Reaction post made by the due date according to the schedule. Reaction DOES NOT meet word requirement and DOES NOT provide an actual reaction to the prompt and instead is a summary.
- 25 points: Reaction post made by the due date according to the schedule. Reaction DOES NOT meet word requirement, DOES NOT provide an actual reaction to the prompt and instead is incoherent or off-topic.
- 0 points: No reaction post made.

CANVAS DISCUSSION COMMENTS

Each week you will comment on 3 discussion posts by fellow students in Canvas. Comments must add something of value to the conversation thread (be thought-provoking). You are required to respond to every comment on your own post. You will only receive full credit if you respond to all comments on your post. No late comments will be accepted.

Weekly comments are awarded points of 0 -100 according to levels of completion:

- 100 points: Completes task fully and on time of three posts on other student's discussion post that add substance to the discussion.
- 66 points: Two completed comments on other student's discussion post that add substance to the discussion OR did not respond to all comments on post.
- 33 points: One completed comment on another student's discussion post that adds substance to the discussion.
- 0 points: No comments posted or the comments posted do not add to the discussion.

ASSIGNMENTS

- 100 points: Briefly covered assignment for the week, thorough analysis, majority of writing is a reaction to the assignment.
- 90 points: Briefly covered assignment for the week, slight reaction to assignment; not enough analysis.
- 85 points: Briefly covered assignment for the week, majority of writing is a reaction to the assignment, but DID NOT meet word length.
- 75 points: Barely covered assignment for the week, majority of writing is a reaction to the assignment, and DID NOT meet word length.
- 65 points: Majority does not provide analysis of assignment; writing went off topic and DID NOT meet word length.
- 50 points: Majority does not provide analysis of assignment and DID NOT meet word length.

MIDTERM PROJECT

Students will choose a client the second week of classes. The client can be your employer or a business of your choice, BUT you must know and communicate with the owner. Alternatively, the instructor can give you a list of available clients. You should choose a client who could improve its position in the marketplace by changing its marketing communications strategy and/or execution.

You will create a creative brief. The purpose of this document is to provide a brand strategy for your client to accomplish its strategic objectives while staying on brand. This includes targeting and profiling, messaging, goals, marketing strategy, and a clear communication strategy. The creative brief lays the foundation for your final project.

Your creative brief should be 3-5 pages. You will share your brief with your client. Final project will be submitted via Canvas in a paper format (.doc/.docx/.pdf).

Formatting Requirements:

Length: 3-5 pages

Style: 12 point Times New Roman font, 1 inch margins throughout, double spaced

GRADING SCALE (Note: this is a starting point)

- 100 points: Well developed; answers questions fully; provides a complete picture of understanding; well developed concepts; creative and thought provoking
- 90 points: Well-developed with most questions answered; missing detail and analysis
- 75 points: Developing of ideas is present; content is present but still needs developing
- 50 points: Poorly developed; does not fully evaluate tool; poorly organized
- 0 points: Did not complete.

A more detailed rubric will be posted closer to the due date.

DEDUCTIONS

Missing brief section: -25

Missing deadline: -25

Missing images/videos, incorrect formatting, typos/grammar issues: -1 for each

Tip: Talk with your client about their marketing goals; who their audience is; and what they hope to accomplish.

FINAL PROJECT

Students will create an integrated marketing communications plan for their client. This includes: a creative piece that specifies the brand message and means of delivery to be used as the campaign platform; digital media plan that includes a timeline for the launch and campaign elements; discussion of anticipated results and means for evaluation.

BACKGROUND INFO FOR YOUR PROJECT - What to think about when planning

You are generating a marketing communications plan and content based around multimedia communications - this is not just about multiple channels, but the info that appears on channels.

- Your ideas should be geared toward a specific time period.
- Evaluation sections should be based on what you learned in lectures, readings, and creative brief.
- What will the overall campaign messaging/theme/goals be?
- What trends/habits happen during your campaign's timeframe that could work into your messaging (i.e., holidays, weather etc.).
- Think of this when you provide your ideas for the CONTENT sections.

Content sections should work together as part of your plan, and should relate to each section.

You will present this plan to your client.

Make sure to use:

- Appropriate subheads to break up content
- Proper grammar/no typos
- Relevant links
- Images and/or embedded videos for the content sections.
- Any references you deem necessary.

FINAL PROJECT

EVALUATION + CONTENT SECTIONS (CONTENT IN ORANGE)

A. CREATIVE BRIEF

-Include your creative brief with any corrections made based on your instructor's notes with your grade.

B. WEBSITE EVALUATION

-Provide a critique on your client's current website based on what you have learned.

-What opportunities for improvement are there to help with SEO, content, reaching other channels, content etc?

Provide 5 keywords or phrases they should focus on during the campaign to help with SEO and overall search engine results.

Provide examples of competitors' websites with suggestions on how to mimic success.

C. BLOG EVALUATION

-Provide a brief review of your client's blog including content and structure. What's the platform? How is it organized? Is it a true blog or are they just using blog-like features to post articles?

-Any suggestions for improvement?

Write a 300-500 word blog post for your client. Make sure to use strong keywords, include images/links if relevant (doesn't count to the 5 noted above) and note the label/tags that would go along with the post. The goal is to help them improve content and SEO efforts.

FINAL PROJECT

EVALUATION + CONTENT SECTIONS (CONTENT IN ORANGE)

D. SOCIAL MEDIA EVALUATION

-Your client is on social media, but are they using the channels to their full capabilities?

-What relevant channels (mainstream, industry-related, proximity) could they add to their mix that they are currently not using?

-What are their competitors doing effectively?

Create a week's worth of social media posts for their Facebook **and** either Twitter or Instagram.

-Make sure to note the time period/week (7 days) you are creating posts for.

-Include hashtags where appropriate, links where appropriate, proper character length etc.

E. EMAIL

-Does your client use email marketing strategies? If yes, evaluate one of their email templates and explain what they could do better. If not, explain the importance of email marketing and why they should have a plan.

Create an email template for your client to use in response to general inquiries to their website about their product or service. This can include basic HTML (links and styling like bold and colors), and one image. Think about emails you receive from brands you love, and apply what you love to your client's email (if applicable).

F. GOALS + METRICS

-What suggestions do you have for analytics or planning tools?

-What are your metrics for ROI and success?

-What goals or milestones do you hope to accomplish?

-Closing Remarks

FINAL PROJECT

GRADING SCALE (Note: this is a starting point)

- 100 points: Well developed; answers questions fully; all sections included; provides a complete picture of understanding; well developed concepts worked within; creative and thought provoking
- 90 points: Well-developed with most questions answered; some of the marketing plan is present
- 75 points: Developing of ideas is present; content is present but still needs developing
- 50 points: Poorly developed; does not answer all questions; poorly organized
- 0 points: Did not complete any sections.

DEDUCTIONS

Missing evaluation section: -25

Missing content section: -25

Missing deadline: -25

Missing images/videos, incorrect formatting, typos/grammar issues: -1 for each

A more detailed rubric will be posted closer to the due date.

COURSE SCHEDULE

COURSE INTRODUCTION

Watch:

Course Introduction Video

Syllabus Overview Video and Expectations

Discuss:

Introduce Yourself on the Discussion Board

WEEK 1: Integrated Marketing Communications

Read:

[Forbes: Why Integrated Marketing Communications is More Important Than Ever](#)

[Boundless: Intro to Integrated Marketing Communications](#)

[Forbes: What's Wrong with Marketing Today: A Conversation with Dave Shultz](#)

Case Study: Clean & Clear

WEEK 2: Branding

Read:

[Mashable: 5 Tips for Getting Customers to Stay Loyal to Your Brand](#)

[Forbes: Common Myths About Branding Dispelled](#)

[Hubspot: The Marketer's Guide to Developing a Strong Corporate Brand Identity](#)

Case Study: Emerson

WEEK 3: Targeting, Profiling, Messaging

Read:

[The Muse: 3 Steps to Defining Your Company's Audience](#)

[Convince & Convert: How to Create Customer Profiles to Reach Your Target Audience](#)

[Pardot: How to Create Brand Messaging that Really Resonates](#)

Case Study: Lenovo

Assignment 1

Download the Customer Profiling template. Work with your client to determine if their business is business to business (b2b) or business to client (b2c). Once you've

COURSE SCHEDULE

Assignment 1, cont.

determined this, fill in three profiles for three types of consumers who would purchase your product or service. In the provided example, I've used a marketing manager, the CFO, and the IT manager. This is just an example. You may have a client who runs a spa. Your three profiles might be: busy mom, student athlete, injured senior citizen. The key is to think about how would be interested in your product/service. Fill out these profiles as detailed as you can based on the information your client has given you about its product or service. This profile exercise will help you create your final project - and every assignment - so carefully think about your audience.

WEEK 4: Blogging

Read:

[Mashable: 9 Things Brands Should Consider Before Launching a Blog](#)

[Hubspot: Why Blog? The Benefits of of Blogging for Business and Marketing](#)

[Content Marketing Institute: How to Beat the Battle of an Ineffective Blog](#)

Case Study: KFC

Assignment 2

Now that you've determined your target demographic, you must learn how to write for them in order to spread brand awareness, create loyalists, distribute information, establish a relationship, and assert your position in the competitive marketplace. Using the knowledge gained this week, please write a 1200-1600 word blog post for your client. This post can be on any topic - but it must be something that would actually go on a blog for your client. For example, if your client is McDonald's, don't write a blog on ice fishing unless you can somehow tie the two together. You may include images, gifs, memes, etc (i.e., a BuzzFeed style blog), but it must be tasteful and relate to your client's business/industry.

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WEEK 5: Email Marketing

Read:

[Get Vero: Email Marketing Best Practices](#)

[Entrepreneur: Why Email Marketing is Still a Huge Tool for Businesses](#)

[Forbes: Why Email Marketing is More Effective Than Social Media](#)

Case Study: Pepsi

Assignment 3

Scenario: Your client's email newsletter comes out this week, and they have several pieces of info to include. (Note: this is all fictional and for purposes of this assignment only.) You can embellish and add as many details as you want. You may also include photos. Follow the guidelines and best practices you learned this week.

This week only - exclusive sale/special only for email subscribers.

Founder Chandler Bing celebrated his 100th birthday on Sunday.

Promote their new Facebook page.

New addition of a new product or service.

WEEK 6: Websites + SEO

Read:

[Hubspot: 15 of the Best Website Homepage Design Examples](#)

[Hubspot: A Simple Guide to SEO for Local Businesses](#)

[AMA: Six SEO Rules for 2016](#)

[Forbes: The Top 7 SEO Trends that Will Dominate 2016](#)

Case Study: Don Julio

Assignment 4

Download the Website Analysis tool. Evaluate your client's website and the websites for two competitors based on the criteria in the template. If your client doesn't have a website, evaluate the websites for two competitors. If you or your client do not know competitors, use a similar business or brand. Competitors do not need to be local.

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WEEK 7: Social Media

Read:

[Hubspot: How to Get More Followers, Fans, and Likes to Increase Your Social Reach](#)

[Hubspot: How to Create a Sensible Social Media Strategy for Your Business](#)

[Mashable: Customer Service Best Practices: Making Social Media a Two-Way Conversation](#)

Case Study: Chiquita

Assignment 5

Create social media posts for your client on TWO of the following networks: Facebook, Pinterest, Twitter, LinkedIn, Instagram, Snapchat. Create 5 post for each platform, for a total of 10. Your client does not need to have an account - this is just for practice purposes. Based on what you learned this week, select the two most relevant platforms for your client and create the posts appropriate for the channel (length, type of content, voice, etc.) Turn in your posts in a word doc or PDF.

WEEK 8: Proximity Marketing

Read:

[Marketing Tech Blog: What is Proximity Marketing?](#)

[Hubspot: Beacons, Bluetooth and Mobile: The Future of Context Marketing](#)

[Mashable: Get Phygital: 5 Tips for Using Beacons](#)

Case Study: Broccoli

WEEK 9: Video

Read:

[Hubspot: 16 Video Marketing Statistics Every Marketer Should Know](#)

[Mashable: Why Video Marketing is the Best Way to Reach Millenials](#)

[Sprout Social: Ultimate Guide to Social Video Marketing](#)

Case Study: 7 brilliant video marketing campaigns

MIDTERMS DUE

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WEEK 10: Planning

Read:

[Hubspot: 11 Tips to Improve Your Brand's Communication Strategy](#)

[LinkedIn: 4 Steps to Developing an Integrated Communications Strategy](#)

[Smart Insights: 4 Trends That Will Change Your Marketing Communication](#)

Assignment 6

Download the positioning statement tool and fill out based on your evaluation and knowledge of your client's business and products/services. This is the final step to prepare for your communications plan.

WEEK 11: Evaluating

Read:

[Entrepreneur: Why and When to Review Your Marketing Plan](#)

[Business to Community: How Effective is Your Online Marketing Strategy?](#)

[LinkedIn: The 7 Most Important Digital Marketing KPIs to Track](#)

WEEK 12: Course Review and Wrap Up

Goals this week:

Ask all the questions,

Turn in your papers on time,

Complete final evaluations.

NOTES + POLICIES

Disclaimer

This syllabus reflects my current plans and objectives. These plans may need to change to enhance the class learning opportunity. Any changes will be communicated clearly. Changes to the syllabus are not unusual and should be expected.

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:

Counseling and Wellness resources: counseling.ufl.edu/cwc/Default.aspx

Phone: 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/wpcontent/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

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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 email 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
 - o <http://www.counseling.ufl.edu/cwc/Default.aspx>
 - o 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

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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.

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Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct www.dso.ufl.edu/sccr/process/student-conduct-honor-code. If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.