

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

MMC 5006: Introduction to Multimedia Communication  
Fall 2016 | Syllabus

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### Office Hours

Email me with questions, or to set up a phone call. I check my email regularly. For general course questions, please post on the questions discussion board in Canvas or email the instructor.

### Course Description

This course introduces students to the themes, issues and how to's of an integrated approach to make sure a brand's message reaches its intended audience. Taking a real-world viewpoint, students will examine various channels available to communication professionals. 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.

### Canvas

Course website: <http://elearning.ufl.edu/>

Here you will find the URL for each week's lecture, discussion boards, assignments, announcement and more.

## RESOURCES

- Online articles are required for reading assignments each week. This consists of blogs, scholarly works, and online publications.
- Computer with Internet access, access to WordPress.com (or.org)
- Access to social media accounts on Facebook, Twitter, Instagram, YouTube and more.
- **Course Facebook Page:** <https://www.facebook.com/groups/MMC5006Fall2016/>
  - Here you will find resources, links, and additional information.
- Hootsuite Certification – \$99 -- see more below under course structure

## COURSE OBJECTIVES

- Explore the various channels available to communications professionals.
- Learn how to utilize those channels for maximum integrated communication approaches.
- Learn how to maintain brand awareness, personality and integrity on new media channels.

- Learn how to create and monitor multimedia communications campaigns, and how to analyze them.
- Demonstrate the importance of maintaining marketing channels (i.e. Blog, social media) with effective creative content, timely updates and appropriate grammar/formatting.
- Learn the importance of interaction on multimedia communication channels to help a brand establish and maintain an effective online presence.
- Create an integrated marketing communications plan for your client which encompasses 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 integrated marketing communication strategies using a wide range of skills.

### Lectures

Students are required to watch weekly recorded lectures. In addition, at least one live lecture will take place during the semester. The live lecture will be recorded if you are unable to attend, however it is strongly recommended that you attend the live lecture for an opportunity to speak to your professor and classmates in real time.

### Discussions, Assignments, Certification & Projects

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

#### Discussions (100 points)

- Each week, it is your responsibility to watch each of the lecture videos in their entirety and read all of the assigned reading. Discussions about these readings and the lecture take place each week on the Canvas discussion board.
- 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. Use citations and documented research to validate your responses.
- You are expected to provide a 200 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 also discuss topics not mentioned during the lecture or readings that relate to the discussion. You must cite your sources and provide links if they are online.

- **Students are also required to provide feedback on at least two other students' discussion posts.** Comments must add something of value to the conversation thread (i.e. be thought provoking; "great post," or other brief statements do not qualify) **by Fridays at 11:59 p.m. EST.** Depending on class size, we may have discussion groups for ease of managing the discussions. Late assignments lose 1 point/day. Missing comments: -1 for each.

**Weekly Discussion Grading Rubric**

Criteria	Level of Performance				
	0	1-3	4-6	7-8	Add 1-2 points
<b>Weekly Discussion Posting</b>	Did not enter discussion	Poorly developed; does not add to the discussion	Developing Ideas. No supporting links, images. Brevity in answers.	Well – developed response with critical thinking used with full links, references to examples; proper grammar and link usage	Students earn 10/10 if they complete a well-developed response and their comments to at least 2 other students are insightful, add value and add to the overall discussion.
<b>Possible 10 points available per week. Loss of 1 point per day late</b>					

**Assignments (also known as In Your Words) (30 points each; total 270 points)**

- Assignments are intended to allow students the opportunity to use the material learned from readings and lectures to practice skills; experiment with content creation; and master the fundamentals of digital communications.
- In lieu of submitting a paper every week, students will upload their assignments to their WordPress blog. Students will create and maintain their WordPress blog throughout the semester. 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.
- The In Your Own Words assignments will also create an online portfolio for you. Blog posts in this case aren't your typical, brief post, but instead should thoroughly answer all questions posed and thoroughly get your point(s) across. These are much more content-heavy than your discussion board posts and should incorporate infographics, graphics, videos and other multimedia to bolster your viewpoints.
- **Your posts 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.**

## In Your Words Blog Post Grading Rubric

Criteria	Level of Performance				
	0	1 - 5	6 - 10	11 - 15	16 - 20
<b>Weekly Blog Post Content</b>	Did not post	<ul style="list-style-type: none"> <li>▪ Poorly developed</li> <li>▪ Does not answer question posed.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Developing Ideas</li> <li>▪ Concepts are there, but ideas aren't fully conveyed</li> </ul>	Well-developed	Well-developed. Answers the question fully with critical thinking and a real-world approach application.
<b>Structure</b>	Did not post	<ul style="list-style-type: none"> <li>▪ Little to no links</li> <li>▪ Little examples to back up thought.</li> <li>▪ Poor grammar</li> </ul>	<ul style="list-style-type: none"> <li>▪ Some links may or may not be formatted correctly</li> <li>▪ Missing tags/categories</li> <li>▪ Some proper grammar</li> </ul>	<ul style="list-style-type: none"> <li>▪ Links to outside sources, images and/or examples to support views</li> <li>▪ Proper link usage (open in new windows and full URLs aren't pasted).</li> <li>▪ Uses categories/tags properly</li> <li>▪ Proper grammar</li> </ul>	9 - 10
<b>Possible 30 points available per week. Max 20 on content. Max 10 on structure. Loss of 5 points per day past due date.</b>					

### Client Information Exercise (15 points)

- Students will choose one client to use for various assignments through the semester which build up to the final project. The client can be your employer or a business of your choice, BUT you must know and communicate with the owner. The client should be ok with you posting your findings to your blog. Alternatively, the instructor can give you an available client should you need one. You should choose a client who could improve its position in the marketplace by changing its marketing communications strategy and/or execution.
- This exercise will set up an outline for you to refer back to throughout the semester to ensure you stay on track for your client.

Criteria	Level of Performance				
	0	1-4	5-10	11-14	15
<b>Client Exercise</b>	Did not complete	Poorly developed; no critical thinking. Sections missing.	Developing Ideas. Sections may be missing. Brevity in answers. Typo/grammar issues present.	Well – developed responses with critical thinking; Typo/grammar issues present.	Students earn a full 15/15 if they completely fill out the exercise document with a clear positioning statement. On time, no grammar issues or typos.
<b>Possible 15 points, -3 per day late for missing deadline</b>					

### Instagram Challenge (15 points)

- Post 5 images to your own Instagram based on the daily themes provided.
- Assignment runs for 5 weekdays. Each day is worth 3 points.
- Captions and hashtags should be present; proper grammar used. -1 for missing captions/hashtags.
- Full assignment directions and requirements are in Canvas.

### Hootsuite Certification (150 points)

- A key part to this course as well as this program is hands-on, real-world experience. The Hootsuite Certification not only enhances your social media expertise, but showcases it as well. Students are asked to earn their Hootsuite Certification. Time is allotted in this course to achieve this.
  - Hootsuite has discounted the program for students in this Program to \$99, payable by the student. This is half the normal cost.
  - You will earn a certificate you can put on your resume or LinkedIn, and you will also be included in the Hootsuite Directory when you pass.

### Mid-term Project (125 points) – Due October 9

- Each student 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 via random selection. The channels may include social networking sites, blogs, proximity marketing and/or content communities.
- In addition to a paper-length blog entry, the student will provide an online presentation with links, images, relevant videos, etc. by using the Prezi platform.
- **\*\*\*Your mid-term should be from a brand's point of view, meaning don't explain how to use your channel on a personal level, but how a company/brand would, including how your client could possibly use this channel.**
- **Some of the channels are robust. I don't expect you to be in-depth on every feature, but you should concentrate on the primary features that affect brands/how brands are using the channel/features.**

### Grading Rubric for Mid-Term

Criteria	Level of Performance				
	1-10	11-25	26-39	40-49	50-60
<b>Blog Post Content</b>	Key content missing	Poorly developed; does not answer all questions	Developing Ideas are present	Well – developed post with most questions answered  Some references, articles, citations	Well – developed post that answers the questions fully and provide a complete picture of your assigned channel.  Great use of references/citations/articles to prove your points of views
<b>Blog Structure</b>  <b>15 points available</b>	-1 for each typo/grammar issue. -1 for links that don't open to new windows Up to -5 for missing images when they should be present to support your viewpoints				Full links that open in new windows  Images used to support text  Proper grammar, spelling, no typos
	<b>0</b>	<b>1-29</b>	<b>30-45</b>	<b>46-50</b>	
<b>Prezi</b>	Did not complete a prezi	Prezi lacks answers and/or organization to thoughts	Prezi offers content.  Reader knows more about social media channel.  Some images, videos present	Prezi features content in a coherent, correct manner.  Well-developed use of images, videos, and/or links where necessary.  Place URLs or references used where relevant, or at end of presentation.  Creative, and thought-provoking.	
<b>Possible 125 points , -25 per day late.</b>					

### Final Project (325 points)

- Students will create an integrated communications plan for their client. See the detailed information at the end of this syllabus.

## Evaluation & Grades

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

10 Weekly Discussion/Participation	(10 points available/week)	100 points
9 In Your Words assignments	(30 points available/week)	270 points
Exercises: Client Info & Instagram Challenge	15 points each	30 points
Hootsuite Certification	15% of your grade	150 points
Mid-term Project		125 points
Final Project		325 points
<b>TOTAL</b>		<b>1,000 points</b>

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

### Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

## COURSE POLICIES

### Attendance Policy

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday – Friday, to check for course updates in the announcements and discussion sections of the site.

The new lecture week begins on Mondays.

### 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.

### **Late Work and Make-up Policy**

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for pre-approved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

There will be penalties for late work:

- Discussions:
  - 1 point per day late (half points not available).
  - Over a week late: Not accepted at all
  
- Assignments
  - 5 points off per day late
  - Over 5 days late: Not accepted at all

## **UNIVERSITY POLICIES**

### **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
- <http://www.counseling.ufl.edu/cwc/Default.aspx>
- 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](mailto: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-complaint-process> 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.

## **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 that 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  
<https://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.

## COURSE SCHEDULE

*Refer to Canvas for full details on readings, videos and assignment details*

### **Introduction – August 22-28**

#### **Watch:**

- Course and Syllabus Introduction Video
- Class Blog Overview Video and Expectations

#### **Discussion:**

Familiarize yourself with the discussion board and introduce yourself there.

### **WEEK 1: What is Multimedia Communication – August 22-28**

#### **Objectives:**

- Explain what multimedia communication is and how it has evolved.
- Analyze the big players who are changing the landscape of communications.
- Analyze ways how a brand connects with consumers.
- Recognize and explain your company/organization's value and USP

#### **Watch:**

- Week 1 Lecture

#### **Read:**

- Scroll down the [Ctrl Alt Delete website](#)
- [5 Ways to Develop a Unique Selling Proposition](#)
- [10 Examples of Killer Unique Selling Propositions on the Web](#)

#### **Discussion:**

What is it about your company/organization that adds value to the marketplace? What USP differentiates them from competitors? Explain and provide examples and imagery.

#### **Assignment:**

- Set up your class Wordpress blog with an introduction post.

#### **Work On:**

- Client Information exercise: Download the positioning statement tool and fill out based on your evaluation and knowledge of your client's business and products/services. This is due the following week (September 4).

## **WEEK 2: Integrated Marketing Communications – August 29-September 4**

### **Objectives:**

- Explain what an IMC approach is.

### **Watch:**

- Week 2 Lecture

### **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
- Chiquita: Minions loves Bananas

### **Discussion:**

How does a communications planner account for multiple multimedia channels and IMC when it comes to planning a strategy?

### **Work On:**

- Client Information exercise is due September 4.
- Work on Hootsuite Certification

## **WEEK 3: Branding – September 5- September 11 (September 5: Labor Day)**

### **Objectives:**

- Identify ways communicators maintain brand personality.
- Evaluate brand channels and use of IMC.
- Evaluate brands using IMC with consistent visuals, content and other cohesive techniques

### **Watch:**

- Week 3 Lecture

### **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
- Watch: Don Julio Case Study

### Discussion:

Think about a brand you truly love. What is it about how the brand that keeps you loyal? Why do you choose that brand instead of a competitor? How could the brand you love improve its branding?

### Assignment:

Branding meets IMC: Pick your favorite brand and showcase in a blog post why you feel they are successful in using IMC online and offline to reach their customers. This post should contain images, and screenshots of marketing in action that showcases IMC.

## **WEEK 4: Targeting, Profiling, Messaging – September 12- September 18**

### Objectives:

- Examine approaches to targeting
- Show how to fine tune a message to reach your intended audience

### Watch:

- Week 4 Lecture

### 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](#)
- [Watch: Broccoli integrated](#)
- Read Case study showing how Lenovo targeted millennials (PDF)

### Discussion

Scour the Internet (Facebook, Twitter especially!) and find three good examples of quality, targeted messaging. This can be targeted ads you see based on your shopping history, or targeted posts/Tweets from your favorite brand. Show us the examples, and then explain what made the message so effective – i.e. creative, advertising tactics, placement and more.

Then find two examples of bad messaging that has occurred in the past 18 months. Perhaps a brand took a tragedy and tried to turn it around to promote their product, or maybe a brand posted something not PC and offensive. Share these examples and include your take on how the brand could have avoided the mistake.

### Assignment:

Download the Customer Profiling template in Canvas. Work with your client to determine if their company or organization is business to business (b2b) or business to client (b2c). Once you've determined this, fill in three profiles for three types of consumers who would purchase your product or service. In the provided example, there is 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 they 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 various assignments - so carefully think about your audience.

## **WEEK 5: Websites and SEO – September 19-25**

### **Objectives:**

- Analyze how websites create both push and pull in a multimedia communications plan.
- Identify companies that are implementing an IMC plan through websites and social media.

### **Watch:**

- **Week 5 Lecture – LIVE CLASS September 20, 6:30 pm EST**

### **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](#)

### **Discussion**

What are at least 3 benefits to Push marketing?

What are at least 3 benefits to Pull marketing?

How can they work together? Explain the importance of the balance. Provide an example of a time when a brand's efforts on various platforms drove you to make a purchase on their website.

### **Assignment**

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. Full details in Canvas.

## **WEEK 6: Email Marketing & Other Advertising Channels – September 26 - October 2**

*(Rosh Hashana begins evening October 2).*

### **Objectives:**

- Explain how email blasts fit into the IMC mix.
- Explain how emails can be targeted to reach the right audience.
- Explore various advertising mediums such as carousel ads.

### Watch:

- Week 6 Lecture

### 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](#)
- [How do I create an ad in carousel format?](#)
- [Get the Most out of the Carousel Format](#)

### Discussion

Do you find email marketing or social media to be more effective to encourage you to make purchases or remain brand loyal? Please explain your answer, and cite examples.

### Assignment

Create a Facebook carousel ad for your client. Full details in Canvas.

## ***WEEK 7: Blogging – October 3 – October 9***

### Objectives:

- Compare and contrast types of blogs.
- Analyzes the types of blogs and their importance in IMC.

### Watch:

- Week 7 Lecture

### Read:

- [Mashable: 9 Things Brands Should Consider Before Launching a Blog](#)
- [Hubspot: Why Blog? The Benefits of Blogging for Business and Marketing](#)
- [Content Marketing Institute: How to Beat the Battle of an Ineffective Blog](#)

### Discussion:

None – work on Hootsuite Certification and mid-term project

### Assignment

Choose **2 blogs** that catch your eye and interest you. For each one, tell us in a narrative:

1. What type of blog is it per this week's lecture?
2. What is its purpose?



3. What makes them unique? Is there a USP?
4. Talk about how it reflects the brand.
5. What drives the traffic to the blog? High on search engine? IMC? Website links? What gets people to read!
6. Is it a successful blog per some of the bullet points in this week's lecture?
7. What's missing on the blog in your opinion?
8. Are there advertisers? If not, who are some potential advertisers?

Include links to the blogs and images to showcase your viewpoints.

## Mid-term Project due this week. - October 9

### **WEEK 8: Social media – October 10 – October 16**

(Yom Kippur begins October 11)

#### Objectives:

- Identify the importance of an engaged online social media fanbase.
- Identify major social media players.
- Evaluate effective social media campaigns.

#### Watch:

- Week 8 Lecture

#### 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](#)

#### Discussion

Selling things online via social media: How/When/Where/Why should major social networks fit in the marketing communications mix to help the sales process? What efforts/features are social networks making to try to overcome this selling hurdle?

#### Assignments:

- Create a mini-visual campaign for your client using Snapchat Memories and Story. Full details in Canvas. Read this resource: [How to Use Snapchat Memories for Brands](#)
- On your blog, give a brief overview of how brands can use Snapchat.

- What did you think of Snapchat for this assignment? Have you used it before? For personal? For business? Thoughts on the platform?
- How would the Story you created be implemented in your brand's campaign efforts?

### Instagram Challenge

Post 5 images to your own Instagram based on the daily themes provided. Captions and hashtags should be present. Full details in Canvas.

## **WEEK 9: Proximity Marketing – October 17- 23**

### Objectives:

- Identify what Proximity Marketing is.
- Identify Review Sites and how it relates to marketing/branding.
- Comprehend there are also industry-specific social media channels available.

### Watch:

- Week 9 Lecture

### 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](#)

### Discussion:

None- Work on Hootsuite Certification

### Assignment:

What are the benefits to using proximity channels such as FourSquare Swarm, Google, Facebook checkin, and other proximity marketing apps? How do you think wearables may influence proximity marketing strategies? Tell us about a time when you have taken advantage of a proximity marketing offer/invitation/ etc. directed at you. Find an example of a proximity marketing approach your client could take advantage of and outline your plan.

## **Week 10: Content Communities: Video, mobile and more -- October 24-30**

### Objectives:

- Identify what content communities are.
- Analyze how imagery are part of the IMC mix.
- Demonstrate how using this type of channel along with email can help you reach optimum results.

- Understand the increasing roles of mobile and video

#### Watch:

- Week 10 Lecture

#### Read:

- [Hubspot: 16 Video Marketing Statistics Every Marketer Should Know](#)
- [Mashable: Why Video Marketing is the Best Way to Reach Millennials](#)
- [Sprout Social: Ultimate Guide to Social Video Marketing](#)

#### Discussion:

Case Study: 12 brilliant video marketing campaigns

#### Assignment:

Select two content community platforms that are in line with your client's goals (i.e. create a board on Pinterest, Foodgawker, or create a Flickr stream etc.).

- You should create/use your account for this section of the assignment and build the content including images, captions, links and other information that can help your client.
- Use at least 15 images or materials for each platform to support your brand/message.
- If this is an existing channel for you, make sure to clearly label and link which board/stream is the new one for this assignment. You should have your content in one location and not spread out. (i.e. One Pinterest board with 15+ pins that is labeled fall campaign or something similar).

## ***Week 11: Planning/Strategy – October 31- November 6***

#### Objectives:

- Explain privacy and legal matters in multimedia communications.
- Examine ways to handle reputation management in a difficult situation.
- Identify what tools are available for maintaining, organizing, and monitoring all these channels.

#### Watch:

- Week 11 Lecture

#### 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](#)

## Discussion

Let's analyze the state of your class blog in preparation for next week's topic. Include any screenshots of charts/graphs that are applicable.

Please provide a summary of:

- What time of day and day of the week your blog gets the most views.
- Your blog's total posts, views, and visitors, along with your all-time best day for views.
- Clicks
- Referrers
- Search engine terms (terms, words, and phrases people use on search engines to find posts and pages on your WordPress.com blog)
- Any other interesting facts you run across.
- An overall quick summary of your blog performance (improvements, successes, etc.)

## Work on

Finish Hootsuite Certification – **Due November 6**

Work on Final Project

## WEEK 12: Evaluating/Analytics – November 7 – November 13

(Veterans' day is November 11)

### Objectives:

- Explain SEO.
- Identify how analytics drive the plan.

### Watch:

- Week 12 Lecture

### 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](#)

## Discussion

Research social media analytics tools, and choose one you think is most interesting. Share your example and teach us what makes it effective and valuable for a brand.

## WORK ON:

- Final Project

## FINAL PROJECT – Due November 13

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.

- 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 your final project.

### 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 is the USP/value?
- What trends/habits happen during your campaign's timeframe that could work into your messaging (i.e., holidays, weather etc.).

Think of these items above 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 to create an integrated marketing communications plan. You will present this plan to your client.

Look for more information on requirements posted in Canvas as the due date approaches.

## EVALUATION + CONTENT SECTIONS (CONTENT IN YELLOW)

### A. CREATIVE BRIEF

Include your positioning statement with any corrections made based on your instructor's notes with your grade.

- Summarize for us what the company is about.
- Who is the target audience? (Refer to your week 4 profile exercise).
- Based on what you have learned this semester, why should your chosen company utilize an IMC strategy using various multimedia channels? (***Cite a source here to show them the importance***).

### B. WEBSITE

Evaluation:

Provide a critique on your client's current website based on what you have learned. You can use the info you worked on in week 5, but expand upon it. What integrations can be made to improve SEO, content, incorporating other channels, etc.?

**Content:**

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 their 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? If your client does not have a blog, instead write about the importance of blogging, using examples of best practices and competitors.

*Content:*

Write a 300-500 word blog post for your client. Make sure to use strong keywords, include images/links if relevant) and note the label/ tags that would go along with the post. The goal is to help them improve content and SEO efforts.

**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?

**Content:**

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**

**Evaluation:**

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, how they can use email as part of Facebook campaigns to find new clients, and why they should have a plan.

**Content:**

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). In addition, create two messages you could use on Facebook Messenger for your business.

**F. GOALS + METRICS**

**Evaluation:**

- 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

**Grading Scale for Final: 325 points**

Criteria	Level of Performance				
	0	1-9	10-19	20-24	25
<b>CREATIVE BRIEF</b>	Did not complete	Poorly developed; does not answer all questions	No new ideas or incorporation of materials learned.	Developed creative brief – did not expand upon items presented from week 2.	Well-developed: Answers the questions fully and provides a complete picture of your client, their goals, SWOT and more.
	0	1-24	25-49	50-74	75-100
<b>EVALUATION SECTIONS</b>	Did not complete any sections	Poorly developed; does not answer all questions	Developing Ideas are present	Well-developed evaluations with most questions answered  Didn't complete an Evaluation Section (-25) for each	Well-developed: Answers the questions fully and provides a complete picture of your understanding of IMC and multimedia communications.
	0	1-49	50-99	100-149	150-200
<b>CONTENT SECTIONS</b>	Did not complete content section	Content is present, but lacks answers and/or organization to thoughts.	Content is present, but still developing.	Well-developed content with some of the IMC concepts present.  Didn't complete a Content section (-50) for each	- Well-developed with IMC concepts worked within. - Creative, and thought-provoking. - Overall campaign carries through your content sections (IMC).
		<b>-45</b>	<b>-1 for each</b>	<b>No deductions</b>	
<b>OVERALL STRUCTURE</b>		<b>Missed deadline of at 11:59 p.m.</b>	- Missing images/videos - Formatting is	<ul style="list-style-type: none"> <li>▪ Links to sources in document.</li> <li>▪ At least 5 images and/or embedded videos used to</li> </ul>	

		<b>MUST SUBMIT VIA CANVAS</b>	incorrect - Typos or grammar issues	support text <ul style="list-style-type: none"> <li>▪ Proper grammar and typo-free</li> <li>▪ Organized nicely with sub-heads</li> <li>▪ On Time</li> </ul>
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**About Your Adjunct Professor, 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 (3 years old), and son Daniel (6 months old). We met our freshman year at UF, 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. 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 (thesis-based). 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 left the corporate world to be a WAHM (work at home Mom), In addition to freelancing and teaching for UF, I run a mommy blog called GrowGators.com. I was also recently chosen to be a contributor for Orlando Moms Blog, part of the larger City Moms Blog Network.

I love teaching for this program as well as the Web Design program in the college and this is my fourth year teaching. My goal is to help you achieve some real world experience you can apply immediately in your current job or in your job search. Go Gators!