



**COMBINED GSC/SOCIAL MEDIA/PUBLIC RELATIONS—CAPSTONE
MMC 6936
Summer 2018**

COURSE INFORMATION

MMC6936: Summer 2018

Credits 03

Meeting Time: Distance Asynchronous and Online Classroom—Select dates during the semester at 7PM EST. Individual and/or team consultations will be a part of this program.

Office Hours By Appointment

Connect Classroom URL:

https://uflcoj.adobeconnect.com/sm_capstone_hughes/

Canvas Classroom URL:

<https://ufl.instructure.com/courses/351770>

INSTRUCTOR

Robert (Bob) Hughes MA

rjhughes@jou.ufl.edu

970-368-2021

Please see my Bio—and a place for yours—under the Discussions tab in Canvas.

Note—please use my rjhughes@jou.ufl.edu email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me!

Please DO NOT use the email option/tab in the Canvas shell. This does not hit my iPhone on a timely basis and I cannot reply using my iPhone. Please only use my rjhughes@jou.ufl.edu email address to reach me.

IMPORTANT! Follow this syllabus ONLY for your class information. Print it out and check things off as completed. THERE MAY BE INFORMATION INCLUDED HERE THAT IS NOT FULLY EXPLAINED/INCLUDED ON CANVAS PAGES!!!

Announcements tab in Canvas shell

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab.

COURSE WEBSITE

Canvas Classroom: <https://ufl.instructure.com/courses/351770>

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

Course Description

The aim of the Combined GSC/Social Media/Public Relations Capstone course is to prepare students to master the elements of a communication media campaign using principles and strategies of public relations, advertising, and branding. The Capstone is one of the final academic opportunities for you, as a student in the UF CJC Masters program, to apply your accumulated knowledge and skills and to further prepare you to excel in a professional setting.

The course is designed from a professional perspective and makes use of extensive real-life situations and examples. You will apply your skills in a team environment to a client that has been assigned to this semester's Capstone class.

Working with a team, and with feedback from your peers and your instructor, you will develop a communication plan, using analysis for the audience, channels, and projected results.

You will build this campaign throughout the semester, completing various assignments, meeting deadlines and refining your plan. Near the end of the semester, you will have a well-researched, insightful and creative plan and implemented content that illustrates how social media will lead to positive outcomes for your client. Finally, you will present your campaign to the client in an online presentation via Adobe Connect and share your plan learnings with Prof. Hughes.

This is a demanding but exciting and intellectually rewarding opportunity to apply skills and knowledge you have acquired throughout your coursework, during internships, and/or in professional positions. Although the primary course focus is on creating a comprehensive communication campaign, there will be class assignments and discussions to evaluate your knowledge of specific concepts relevant to communication and branding.

This course is conducted in a combination of live classes and asynchronous interaction online. This format mirrors how professional, global communication, social media, branding, and advertising teams increasingly are assembled across geographies and time zones, countries and cultures, working together using digital and online technologies.

The course is centered on you and your learning needs. This course requires graduate-level thinking, analytical skills and maturity. The Capstone is "learning in action." Done well, your campaign will become an important credential to share with current or prospective employers.

Please note: the instructor will respond to e-mail usually within 24 hours, but the goal is to do so much quicker.

Additionally, some of your classwork may be used—with your permission—on the new CJC social media news site. This publication of your work can aid in building your professional profile on social media. See the site at: <http://ufsocal.jou.ufl.edu/>

COURSE OBJECTIVES

Working individually and in collaboration with others, students will complete a graduate-level project that demonstrates their ability to integrate the knowledge and skills acquired from the UF Master of Arts and other coursework. The Capstone project is designed to enable students to demonstrate skills in research and analysis, strategic thinking, effective writing and oral communication across multiple channels and for multiple audiences worldwide. Students will apply their learning to a client-oriented social media plan and a presentation of that plan.

COURSE EXPECTATIONS

The Capstone Project will:

- Effectively apply strategic and creative communication skills to complex challenges and opportunities.
- Demonstrate the use and value of research and analysis in responding to potential or emerging communication problems and opportunities using social media.
- Assemble and present a fully integrated communications plan that reflects strategic thinking, industry best practices, trends and tools.
- Work effectively virtually, individually and in collaboration with other people, demonstrating professional communication skills, creativity and originality, accountability, balancing leadership with teamwork and cooperative behaviors.
- Exhibit a commitment to personal and professional ethics.

COURSE DESIGN

This course will combine both live sessions and directed work. Live class sessions will be held select Monday nights of the semester starting at 7pm EST. (Live classes will be recorded for later viewing in case you cannot attend in person.) As this is a “living” course, live classes may be scheduled that are not on this syllabus, and, depending on class status, scheduled classes may be cancelled. We all will be flexible to make sure this Capstone class is a success!!

Too, there may be live classes scheduled with the semester-long client as necessary. These will be scheduled to fit the client’s schedule, so again, we ask flexibility.

Client Interaction

To lessen the time demands on the Capstone client, I will be the interface. To that end, look for a Client Questions thread under the Discussions tab in Canvas and please post your individual and/or team questions there. I will then send a compilation of those questions to our client for answering.

Online Class Requirements

You will need an Internet connection to access this course, view the lectures, attend online class sessions, and complete your assignments.

You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Dropbox.com or Google Drive (both free online services) to share large files.

Lectures

I will regularly post update videos throughout the semester. Watch the Announcements tab for when they are posted along with a link to them.

Assignments

You will have regular assignments and these will be the basis for your final grade. The main goal of this Capstone Course will be the development of a real Communication Plan you will create working with a real client. You will be expected to interact with your team on a regular basis, just like a real-world Agency Account person would do.

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.

Required Textbooks

There are no required textbooks for this course. You may find *Social Media Marketing* by Tracy Tuten and Michael Solomon and *Contemporary Advertising* by Dr. Weigold of help in your plan development.

COURSE POLICIES

Attendance Policy

This is an online asynchronously delivered course, attendance in the form of calling roll will not occur;

Late Work and Make-up Policy:

You are expected to prepare and submit your assignments on a timely basis. Too, you are expected to work on a timely basis with your Team and meet all agreed upon team deadlines.

Due dates are clearly laid out in this syllabus and in the attendant class calendar.

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved 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:

- Less than an hour late 05 points off
- More than an hour late but less than 24 hours late 10 points off
- More than 24 hours late but less than 48 hours late 15 points off
- More than 48 hours late 25 points off
- 49 hours and greater late Not accepted at all

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or even links to Dropbox folders to Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

Technical issue policy: 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. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately. Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process:
<https://www.dso.ufl.edu/care/medical-withdrawal-process/> .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at trobbert@jou.ufl.edu .

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>

Coursework Submissions

In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

General Deadlines

This class, like others, involves many deadlines. Please review, print out, and mark off assignments on the Class Calendar which is found on the Home page of Canvas.

Grading

This Capstone course consists of your producing a Communication Plan for your client. You will be responsible for posting key pieces of this plan as we proceed through the semester. Grading for this work will be subjective and will be based on my 25 years as both a client and an agency manager. My goal is to treat you as a professional in your field, and my feedback will be treated as such.

Your work will be evaluated according to this distribution:

Weekly Discussions	100 points	Individual
Scope of Work	50 points	Team
Situation Analysis	50 points	Team
Goals & Strategies	50 points	Team
Target Audience	50 points	Team
Channels/Rationale	50 points	Team

Plan Outline	50 points	Team
Plan Rough Draft	50 points	Team
Final Plan	250 points	Team
Evergreen Content	100 points	Team
Client Presentation	100 points	Team
Plan Learnings	100 points	Individual

TOTAL 1000 points 100%
 Team assignments 80% (800 total points)
 Individual assignments 20% (200 total points)

Final grades will be determined as follows:

A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	60-66%
E	0-59%

Rounding: I round when assigning grades. When the grade falls at a .5, I will round up.

Grading policy

General University policies regarding grades can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

COURSE AND ASSIGNMENT DETAILS

In this twelve-week course, we need to stay on point and provide the sections of your plan on a timely basis. Hence, you will see weekly deliverables for each section of the plan to ensure we will all meet this timeframe.

Teamwork is key to success in the Capstone. You will be evaluated by your teammates and I will take your peer reviews into account for final grades. Don't be the weak link!!!

All this said, I will be as flexible as I can be in working with you on deliverables and providing outstanding service and planning for your clients. Stay in touch so we can make sure success is there for all of us.

Scope of Work

One of the first deliverables for your Communication Plan will be a Scope of Work you will present for client review and gain agreement for the "scope" of the plan you will be presenting and executing for your Capstone Project. While the format for this SOW can be flexible, there are key elements that must be included.

If you are unfamiliar with creating a Scope of Work, here are some good resources:

[Definition and Overview of a Scope of Work](#)

[Scope of Work Example and Templates](#)

[Examples of Scope of Work documents](#)

Discussion Posts

Discussion is a key part of this course. You will be expected to read the assigned readings, view the assigned videos, and actively participate in regular discussions through the “Discussions” tab in the Canvas e-learning site. You will see in some weeks I will provide the Discussion Question based on an article that has clear bearing on your work for the week. Some weeks I will ask YOU to find such an article and share it with the class, explaining WHY you chose it and HOW it relates to your client work.

You will be asked to then comment on at least one classmate’s post for the week’s question. Your initial discussion reply should be about 300 words, and your classmate follow-up should be about 200. The initial discussion post is due by Thursday of each week at 11pm ET; the follow up by Saturday of each week at 11pm ET.

Peer Reviews

After each assignment I will ask each of you to evaluate your teammates on their contributions to the week’s work.

Evergreen Content

During weeks 6 – 11 you will develop a Content Calendar and Evergreen content for your client to post (if so desired).

If you are not familiar with Evergreen Content, you will find more information at:

[What is Evergreen Content](#)

[Tips for Creating Evergreen Content](#)

[Why Every Business Needs Evergreen Content](#)

Plan Review

During select class weeks, we will schedule online live classes in which you will present your plan to Professor Hughes using PowerPoint or other platform of your choosing.

Plan Presentation

During Week 12 your team will present the completed plan to the client via the Adobe Connect platform. Each team member will be expected to participate in the presentation.

Plan Learnings

During Week 12 you will individually prepare a summary of your learnings and observations about the plan. Included in this should be what has worked in your plan and what changes you would make in a “revision” of your SMP after thinking about your Capstone learning and client input after your Team presentation. This will be turned in using a PowerPoint format.

You will develop a budget -if appropriate for needs like Facebook Boost--for the client for your plan, and prepare content and posting calendars.

RUBRIC FOR GRADING THE SOCIAL MEDIA PLAN

	Excellent	Good	Fair	Poor	Not
	140-150	130-139	120-129	110-119	0
Completeness (20%)	PLAN has material related to all parts of the template selected. Sections are complete.	PLAN has material related to most parts of the template selected. Sections are mostly complete.	PLAN has some sections that are missing material related to all parts of the template selected or some sections are incomplete.	Missing significant sections or information.	
Teamwork (25%)	A team leader in terms of participation and contributions. Leads in peer reviews.	A team participant in terms of participation and contributions. Average in peer reviews.	Was not as engaged as others. Received less than average peer reviews.	Lack of participation and engagement. Low peer reviews.	
Quality (15%)	Information is of outstanding quality (recent, useful, relevant).	Information is of good quality (recent, useful, relevant).	Information is of adequate quality (somewhat dated, occasionally not useful or relevant).	Information is of poor quality (dated, not useful or relevant).	
Coherent, clear, persuasive (20%)	Writing is clear, compelling and with no spelling or grammar errors.	Writing is straightforward, understandable and avoids most grammar or spelling errors.	Writing has significant problems.	Writing quality is poor, difficult to read.	
Analysis (20%)	SWOT analysis is exceptional, and clearly details the company or brand's paramount issues	SWOT analysis is good, identified company or brand's important issues.	SWOT analysis is fair, identifies straightforward issues.	SWOT analysis is poor, issues identified seem unrelated to the rest of the PLAN.	

Rubric for Discussion posts

	Initial Post	Initial Reply
Meets fully (meets word count, substantive and	5	5

insightful comments)		
Meets partially (not substantive; short of word count)	2.5	2.5
No post	0	0

Grading Guidelines for other Deliverables

- Grade of A: Completed task fully and on time, provided meaningful insight and worked to develop appropriate client deliverables.
- Grade of B: Completed task partially and on time, provided some insight and could have been more thorough in development of social media plan.
- Grade of C: Completed task on time, but only provided minimal insight in your use of accounts, and marginally improved overall social media plan.
- Grade of D or F: Submitted plan and presented results, but only provided minimal insight in your use of accounts, results and social media plan.

Important note on grading for Capstone

Unlike many of your previous UF Graduate coursework, much of the grading on your Capstone project will be subjective on the part of the instructor. I will be relying on over two decades experience in this business when I am grading much of your work. My goal is to expect the type of work I want to see from my agency and my team members, and my mentoring of you will be done in that same light.

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:

**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.

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.

Combined GSC/Social Media/Public Relations Capstone Summer 2018

Weekly Course Work and Schedule

WEEK ONE—

Course introduction and Marketing Overview

There will be a live class this week on Wednesday at 7 pm ET. The Adobe Connect link is:

https://uflcoj.adobeconnect.com/sm_capstone_hughes/

This is a mandatory attendance class as we will be not only sharing and overview of the class but we will learn about the Adobe Connect system.

The class will be recorded and available for viewing at your convenience, but this class will set the stage for your Capstone work.

There will also be a second live class this week to meet with the Capstone client. This, too, will be a mandatory meeting. It will be scheduled to meet the client's schedule. This meeting could be over the weekend, so please be flexible.

Focus on:

The strategic marketing plan—an overview.

How strategic communication fits into the plan

The Combined GSC/Social Media/Public Relations Capstone Plan is a key element of the client's overall strategic marketing plan. These articles will give a quick overview of how to create a plan:

Readings /Viewing

Creating the plan (article and video):

<http://www.entrepreneur.com/article/43018>

The Role of PR in the marketing mix

<http://skograndpr.com/2017/01/27/role-public-relations-marketing-mix/>

Market Research for the plan:

<http://www.entrepreneur.com/article/43024>

Elements of the plan:

<http://www.entrepreneur.com/article/43026>

Discussion Topic

Read this article on how Content Marketing fits in the Strategic Marketing Plan:

<http://contentmarketinginstitute.com/2014/05/where-content-marketing-fits-plan/>

The article and infographic raises a number of differences between traditional marketing and Content marketing. In your Discussion post, please explain how you think Content Marketing plays a part in a communication, and share two examples of how. Then, please comment on the responses of at least one classmate. In expressing your own opinion, do so critically (i.e., finding both commonalities and differences) but also respectfully and thoughtfully.

Discussion assignment posted: Friday by 11PM ET. (***In subsequent weeks, this is a Thursday deliverable. In this first week we will shift the schedule a bit.***)

Respond to at least one classmate: Saturday by 11PM ET.

Team Contract completed and posted in the Assignments tab by Saturday by 11PM ET.

WEEK TWO:

Scope of Work

Focus on:

Elements of the Social Media plan

The client/agency relationship

Client expectations

Developing the Scope of Work for your client plan.

Readings/Viewing

Creating a Social Media Marketing Plan C. Williamson

<http://www.slideshare.net/corywilliamson/creating-a-social-media-plan-2529114>

Ways PR Can Fuel Content Marketing

<http://contentmarketinginstitute.com/2014/06/public-relations-successful-content-marketing/>

How To Create A Social Media Marketing Plan Hootsuite U

<http://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

Discussion Topic

Read this article on the role of paid, owned and earned media in your social media marketing strategy:

<http://www.forbes.com/sites/danielnewman/2014/12/03/the-role-of-paid-owned-and-earned-media-in-your-marketing-strategy/>

Is one of the three elements of the paper—paid, owned, and earned—more important than the others in a social media plan? Which do you think is most important to your social media marketing efforts? Why?

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET.

Scope of Work for plan: Saturday by 11PM ET.

- See SOW info on syllabus page 8.

WEEK THREE

Social Media and Consumer Behavior

There will be a live class this week on Monday at 7pm ET. The Adobe Connect link is:

https://uflcoj.adobeconnect.com/sm_capstone_hughes/

The class will be recorded and available for viewing at your convenience should you not be able to attend.

Focus on:

Social Media's influence on consumer behavior

Plan Situation Analysis

Readings

Social Media's influence on consumer behavior

Readings

[Situation Analysis for Social Media](#)

Impact of IMC on Consumer

Behavior: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.457.632&rep=rep1&type=pdf>

[How to Develop a Social Media Strategy](#) (I encourage you to check out the McKinsey and Harvard Business Review links in this article in particular.)

Top Ways that Social Media Influences Consumer Behavior by Elmerraji

<http://tcapushnpull.com/social-media-2/top-ways-that-social-media-influences-consumer-behavior/>

Public Relations Impact on Consumer Behavior

<http://www.springboardmarketing.com/understanding-influencing-consumer-behavior/>

Social Media and its Impact on Consumers Behavior by Ioanas

[http://www.ijept.org/index.php/ijept/article/view/Social Media and its Impact on Consumers Behavior](http://www.ijept.org/index.php/ijept/article/view/Social+Media+and+its+Impact+on+Consumers+Behavior)

Note—to read this paper, click the link to download the PDF under the text 'FULL TEXT'

Discussion topic

In the Elmerajji article (the third reading for the week), the author shares 4 points about how social media is shaping the purchasing decision. Choose 2 of the 4 and share how those points will aid you in developing your client's Social Media Plan, explaining why.

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET

Client Situation Analysis: Saturday by 11PM ET.

WEEK FOUR

The Rules of Engagement

Focus on:

Permission vs. Interruption Marketing

Rules of Engagement

Plan Goals and Strategies

Readings

Creating an IMC to Maximize Impact <https://trackmaven.com/blog/integrated-marketing-campaign-impact/>

How to Run an IMC <https://www.smartinsights.com/traffic-building-strategy/integrated-marketing-communications/run-properly-integrated-marketing-campaign/>

A Step by Step Guide to Creating a Social Media Strategy Hootsuite U

<http://blog.hootsuite.com/guide-to-creating-a-social-media-strategy/>

How to Set Measureable Goals for Your Social Media Marketing D. Praeger

<http://unbounce.com/social-media/how-do-you-measure-your-social-media-marketing/>

Use SMART Goals to Set Your Social Media Strategy G. Moran

<http://marketingthink.com/use-smart-goals-get-social-media-strategy-shape/>

Setting PR Objectives? Get SMART

<https://reputationtoday.in/features/setting-pr-objectives-get-s-m-a-r-t/>

The Rules of Social Media Engagement B. Solis

<http://www.briansolis.com/2011/03/the-rules-of-social-media-engagement/>

Permission Marketing vs. Interruption Marketing

<https://www.youtube.com/watch?v=tT8GxfTSMiY>

Discussion topic

Choose a social media channel OR a public relations campaign used by one of your favorite companies or brands. Share how you are seeing they use the SMART goal setting process in their plan development. Then, explain how YOU will use the SMART goal setting process in your client's Social Media Plan.

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET

Plan Goals and Strategies due Saturday by 11PM ET.

WEEK FIVE

The Target Audience

There will be a live class this week on Monday at 7pm ET. The Adobe Connect link is:

https://uflcoj.adobeconnect.com/sm_capstone_hughes/

The class will be recorded and available for viewing at your convenience should you not be able to attend.

Focus on:

The optimal target audience

Where are they online?

What do they talk about?

Are Millennials "different"?

Readings/Viewings

Millennials Are Changing Marketing

Forever <https://www.bcg.com/publications/2014/marketing-center-consumer-customer-insight-how-millennials-changing-marketing-forever.aspx>

Millenials on Social Media

<https://www.youtube.com/watch?v=GClGJDarUxA>

Finding Your Audience on Social Media

<http://www.marketingdonut.co.uk/online-marketing/social-media-and-online-networking/finding-your-audiences-on-social-media>

Suggested Optional Viewing

UF Panel discussion on social media ethics with Prof. Clay Calvert

<https://www.youtube.com/watch?v=-A6bjrYfmpY>

Discussion topic

Find an article on how Millennials are using social media; share that link/article with the class and explain how you will approach the Millennial target audience in your plan and why. (Or, if your plan will does not target Millennials, explain that and why not!)

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET

Develop and post Target Audience profile by Saturday by 11PM ET.

WEEK SIX

Capstone Plan Channels

Focus on:

Developing the most effective channels for your Capstone client plan

Readings:

Channels to Deliver Content in Your

IMC <http://www.amyacomunications.com/channels-deliver-content-integrated-marketing-plan/>

Traditional v New Media Channels <https://masterful-marketing.com/marketing-channel-strategy/>

[Choosing the right social channels for your business](#)

[Choosing the right communication channels](#)

[Which Marketing Channels are Worth Focusing on in 2018?](#)

[Content Marketing Framework](#) (Don't miss the slideshow at the bottom of the article.)

Discussion Topic: Watch this interview on How Content and Social Media Marketing interact at: <http://www.socialmediaexaminer.com/content-and-social-media-marketing/>

Explain the points from Mr. Pulizzi you agree with, those you don't and why.

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET

Develop and post chosen channels for Capstone plan and rationale for each by 11pm ET

WEEK SEVEN

Outline of the team client plan

Focus on:
Your client plan

Reading:

Seven Steps to a Better

IMC <https://www.forbes.com/sites/forbesagencycouncil/2017/03/16/seven-steps-to-a-better-integrated-marketing-communications-strategy/#3e5b43ae7841>

Seven Steps to Better PR Planning

<https://www.ragan.com/Main/Articles/52815.aspx>

Discussion Topic

Read "The 12 Questions to Ask Yourself before Creating an IMC" located at:

<https://www.americaninno.com/austin/integrated-marketing-campaign/>

Of the points raised by the author, which, as a marketer/communicator, do you feel will most important to your Capstone client? Please explain why.

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET

Outline of your team plan due Saturday by 11pm ET

WEEK EIGHT

Benefits of the IMC Plan

Continue development of plan outline; begin developing rough draft of plan

Focus on:
The Benefits of the IMC Plan

Team updates with Prof. Hughes (these will be conducted via Adobe Connect by appointment to review plan outline.) One member of each team should be selected to present the outline.

Readings

The Secret Benefits of the IMC <http://www.stephenzoeller.com/imcbenefits/>

The Top Benefits of Social Media Marketing
<http://www.pamorama.net/2013/06/30/the-top-benefits-of-social-media-marketing-infographic/>

Discussion topic

Read “Five Best Practices for Nonprofit PR Programs” located at:
<http://www.adweek.com/digital/five-best-practices-for-nonprofit-pr-programs/>

Of the five points raised by the author, which, as a marketer/communicator, do you feel will most impact your Capstone Plan. Will they be a positive or a negative impact? Please explain why.

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET

WEEK NINE

Rough Draft of Client Team Capstone Plan

Focus on:
Developing rough draft of plan

Readings:

7 Questions to Ask When Developing Your Brand Strategy
<https://www.ceros.com/originals/7-questions-to-ask-when-developing-your-brand-strategy/>

New Rules for IMC in a Complicated World
<https://www.substance151.com/new-rules-integrated-marketing-communications-communications/>

Discussion topic

Read the Harvard Business Review article What’s Your Social Media Strategy located here:
<https://hbr.org/2011/07/whats-your-social-media-strategy>

On the left hand side of the page you will a grey box titled Understanding Your Current Social Media Strategy: A Quiz. Take the quiz for your client’s and your Capstone Social

Media Plan. Share with us your Dominant Approach as shown by the quiz results and explain whether, in that view, you are using the strategy that best suits your client's resources and goals or if you see a change is needed. Please explain why.

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET.

Rough draft of plan due Saturday, 11pm ET

WEEK TEN

Final Plan

Focus on:

Your final version of client plan

PowerPoint version of plan for use in presentations

Team class with Prof. Hughes (Conducted via Adobe Connect if necessary.)

Reading

The New Conversation: Taking Social Media From Talk to Action The Harvard Business Review

https://hbr.org/resources/pdfs/tools/16203_HBR_SAS_Report_webview.pdf

Discussion topic

Read "Building Brands Without Mass Media" from the 1997(!) Harvard Business Review located here:

<https://hbr.org/1997/01/building-brands-without-mass-media> (Links to an external site.)
[Links to an external site.](#)

Choose one of the brands profiled in this study. Using the web, how does that brand make use of digital comm strategies today? What channels do they use? How would you, as a brand manager for that product, use the new marcomm channels in today's world to meet the marketing objectives for that brand? How would your plan differ from the plan described for the brand described in the article and what do you think the impact would be today?

Discussion assignment posted: Thursday by 11PM ET.

Respond to at least one classmate: Saturday by 11PM ET

Final Team Capstone Plan due: Saturday by 11pm ET

WEEK ELEVEN

Evergreen Content Due

Develop plan presentation

Focus on:

Finalizing your Capstone Plan

Finalizing the Evergreen Social Media Content materials and calendar

Readings/Viewings

PR Strategies: How to Pitch Your Nonprofit's Fundraising Campaign

<https://www.causevox.com/blog/fundraising-campaign-pr-strategies/>

How To Pitch Social Media R. Bouchez

<http://inovediamarketing.wordpress.com/2012/09/01/how-to-pitch-social-media-a-new-client-presentation-outline-for-digital-marketers/>

The Present and Future of the IMC and Database Marketing [ZahaydatabaseIIMC2009.pdf](#)



Ten Superb Social Media Presentations C. Lake

<https://econsultancy.com/blog/3982-10-superb-social-media-presentations>

No Discussion topic this week.

Develop Evergreen Content Calendar and content for one month.

Develop Team Client presentation of plan. You will present the plan to Prof. Hughes via Adobe Connect during a live team class to be scheduled during the week. Team members should decide who from the team will be presenting which section of the plan.

WEEK TWELVE: Mar 26-31

Capstone Plan Presentations

Focus on:

Each team will present their client plan to the client via Adobe Connect during a class to be scheduled this week. Schedule to be based on client availability. Team members should decide who from the team will be presenting which section of the plan.

Sunday: give big sigh of relief.