

ADVERTISING + SOCIAL MEDIA

ADV6325

Course Information

Semester: Fall 2018 3 Credit Hours

Class Meeting Time: Every Other Tuesday 7-9 p.m. EST

Class Meeting Room: [Zoom](#)

Office Hours: By Appointment

Facebook: <https://www.facebook.com/groups/281351352653322/>



Instructors

Brianne Barta brianne28@ufl.edu 954-675-9221
Kara Page kara.page@jou.ufl.edu 352-294-1558



Contact Us



For all personal questions, comments or concerns, email both Brianne and Kara at the UF email addresses listed above using the subject line of "ADV6325." Please provide as much detail as possible to allow us to most effectively answer your question. For general questions, project feedback and inspiration sharing, post on the [secret Facebook group](#).

Meet Your Instructors!

Brianne is a content creator and brand strategist based in Fort Lauderdale, FL. She has helped shape the voice of many brands, most recently working for Orangetheory Fitness. She prides herself on finding ways to make social media truly social and has studied the science behind what makes content shareable. It turns out that social media strategy is about more than posting words and pretty pictures -- there is a proven formula to produce content that will resonate with an audience and inspire them to take action. Brianne loves pairing psychology and creativity to make the most effective social media campaigns.

Kara is the Associate Director of UF CJC Online Distance Education at the University of Florida College of Journalism and Communications. As Associate Director, Kara manages seven online graduate specializations and four graduate certificates. In addition to her management role, Kara is also a graphic designer and enjoys all things creative. She loves designing effective communication campaigns and engaging audiences.

Accessing the Course

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange “Log in to e-Learning” button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on “All Courses” on this menu.

After clicking “All Courses”, you have the option to put the course on your dashboard by clicking on the star to the left of the course’s name.

Contact the UF Help Desk at <http://helpdesk.ufl.edu/> or (352) 392-HELP (4357) if you have any trouble accessing your course.

Accessing Lectures

Live: For live lectures and presentations, you will meet your instructors and classmates in Zoom, a video conferencing platform. You will need a high speed Internet connection, webcam and microphone to engage in the live course format. Please note that live class meetings will be recorded and shared in the weekly modules for those who were unable to attend the live meeting.

Live classes will be Tuesday evenings from 7-9 p.m. EST on the following dates:

8/28, 9/11, 9/25, 10/9, 10/23, 11/6, 11/13

Zoom classroom: <https://ufl.zoom.us/j/108312321>

For more information on how to use Zoom, visit the Zoom information page on Canvas.

Pre-Recorded: Pre-Recorded lecture content or external videos will be posted every week. Additionally, live courses will be hosted throughout the semester to increase engagement, share project ideas and teach new concepts.

Course Layout

Each weekly module will feature...

- Course objectives specific to a social media or advertising topic
- Additional reading materials
- Recorded and/or live lectures
- Weekly Discussion Practice
- Weekly Assignment/Homework



Students can expect to receive constructive feedback each week from their instructors. Students are encouraged to share their projects in the secret Facebook group to receive suggestions from their classmates.

ABOUT THE COURSE

Course Description

ADV6325 is designed to challenge students to think creatively and to be able to conceptualize and create professional graphic assets and engage audiences using effective advertising and visual communication best practices in social media. Students will learn and practice the principles and elements of design using graphic design software such as Adobe Spark, Canva, Dropmark and Photoshop. Additionally, throughout the course students will practice how to identify and apply brand personas, build campaigns that are goal-oriented, develop and execute a creative strategy, write effective copy, identify and utilize influencers, and pitch ideas to a client.

Course Objectives:

By the end of the course, students will be able to:

- Create effective designs by implementing the principles and elements of design in advertising
- Utilize design software to bring creative ideas to life
- Identify what makes a brand engaging and understand the difference between engagement and followers
- Evaluate the importance of a brand's voice and become an extension of the voice
- Build an engaged community through social media best practices
- Formulate an effective business marketing goal
- Identify measurable goals and KPIs and create strategic communication to reach the goals
- Understand and translate the "Content Bucket" into executable posts per social channel
- Use native social media tools to execute creative social posts that align with campaign KPIs
- Write effective copy for global audiences
- Tell a story across multiple platforms
- Identify and approach influencers who can positively affect a campaign
- Plan for unexpected communication through strategic responses
- Pitch a campaign to a client using a polished presentation



By the end of the course, students will be able to answer the following 10 questions:

1. Why are the principles and elements of design important when developing advertisements?
2. Which platform should a brand use for optimal brand awareness?
3. Why is building a community on social media important for my brand?
4. What is a meme and why should my brand care?
5. How do I set effective goals for my social campaigns?
6. Why should my brand have creative social media executions and how do I brainstorm those ideas?
7. Why is content marketing relevant to social media?
8. How do I create and use assets across social media while adhering to best practices?
9. How do I identify relevant social media influencers for my campaign and why?
10. Why is engagement an important metric for my social media campaign?

Course Deliverables:

The course has been divided into weekly discussions, weekly practice assignments, midterm project, final project and attendance/participation scores.

Weekly Practice Discussions - 10 at 25 points - 25%/250 points

Weekly Assignments - 10 at 40 points - 40%/400 points

Midterm Project - 1 at 100 points - 10%/100 points

Final Project - 1 at 200 points - 20%/200 points

Attendance/Participation - 1 at 50 points- 5%/50 points

COURSE EXPECTATIONS

The course is a 12-week hybrid live and asynchronous course that will challenge students to become social media content creators through weekly practice and application-based assignments. The course is comprised of 12 modules featuring lectures, reading resources, discussions and assignments. The last day of class will be live presentations of the final project.

Attendance + Interaction:

Throughout the 12 weeks of the course, students are expected to engage through discussions with their classmates and instructors as well as attend any live courses. If you are unable to attend live lectures, it is the student's responsibility to make up the attendance points by submitting a response paper. Students are encouraged to post general questions, social media news, cool examples of creative social media execution, etc. on our secret class Facebook group at <https://www.facebook.com/groups/281351352653322/>.

Live lectures will be on: <https://ufl.zoom.us/j/108312321>

Live classes will be Tuesday evenings from 7-9 p.m. on the following dates:

8/28, 9/11, 9/25, 10/9, 10/23, 11/6, 11/13

Accountability:

You are expected to log into your Canvas course multiple times each week. Your work is expected to be completed on time and you are expected to remain actively involved throughout the semester. All discussions, inside and outside of Canvas and Zoom, are expected to be held in a professional manner. You should always be respectful of the instructor and your fellow students when expressing ideas.

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 Facebook group will allow you to 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 RESOURCES

Textbook:

A formal textbook is not required. Instead, relevant and timely articles and case studies will be shared with you in the weekly modules on Canvas. Supplemental readings will be available in each weekly module. Students are encouraged to share social media news and creative social media executions in the class Facebook group.

Software:

You will be required to use Adobe Photoshop, Adobe Spark and Canva this semester.

Adobe Photoshop - You need to purchase access to Creative Cloud Photography or Creative Cloud All Apps. All Apps is beneficial if you also want to use Premiere Pro, but is not required. Student pricing is available at <https://www.adobe.com/creativecloud/buy/students.html>.

Adobe Spark - Access to Adobe Photoshop CC will allow you to access premium features on Adobe Spark.

Canva - No purchase required as we will be using the free version of Canva.

Prerequisite Knowledge and Skills:

No prior knowledge is required for the course. You will learn all material by starting at a basic level and advancing through the course. Each weekly module builds on the last to provide you with more advanced skills in preparation for the final project.

Teaching Philosophy:

Our goal is to challenge you to be effective visual communicators and social media gurus who are able to make a difference in your workplace. By working on projects each week, we will be able to help you grow as strategists and designers by offering detailed feedback on all assignments. By the end of the course, we want you to feel confident pitching your creative social media ideas to others using a professional presentation and engaging storytelling skills.



COURSE POLICIES

Attendance:

Attendance and participation are worth 5% of your overall grade because course engagement is an important component of the learning experience. To earn participation points, you will be required to engage with your classmates through discussion boards and on our class Facebook group at <https://www.facebook.com/groups/281351352653322/>.

You are also expected to participate in live lectures. The live lectures will be hosted in Zoom where you'll have the ability to ask questions, share ideas and chat with classmates and instructors. The live lecture schedule is below. If you are unable to attend lecture, you will be required to submit a response paper via email outlining what you learned from the live lecture. The response paper template is available on Canvas.

Live classes will be hosted Tuesday evenings in [Zoom](#) from 7-9 p.m. EST on the following dates:
8/28, 9/11, 9/25, 10/9, 10/23, 11/6, 11/13

Please note that live class meetings will be recorded and shared in the weekly modules for those who are unable to attend the live meeting.

The attendance policy is consistent with UF's policy, found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

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:

| | |
|---|---------------------|
| 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 |
| A week or more late | Not accepted at all |

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work. 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. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact the UF Help Desk at (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. Email distancesupport@jou.ufl.edu and put “dropping a course” in the subject line. Your academic advisor will reply with the necessary procedures.

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:

All assignments will be submitted via Canvas unless otherwise noted on the assignment description page.

Deadlines:

This course contains a lot of work, so you’ll want to make sure to closely keep track of all due dates. In general, the assignments due dates are as followed unless otherwise noted on Canvas.

Weekly Practice Discussions - Original Post due Friday @ 11:59 p.m. EST

Weekly Practice Discussion Replies - Reply to 2 classmates due Sunday @ 11:59 p.m. EST

Weekly Assignments - Due Monday @ 11:59 p.m. EST

Midterm Project - Due @ 11:59 p.m. EST on 9/25

Final Project - Due @ 7 p.m. EST on 11/13 for Class Presentation

Attendance & Participation - No submission

Grading:

Your assignments will be graded based on the following scale:

Weekly Practice Discussions - 10 at 25 points - 25%/250 points

Weekly Assignments - 10 at 40 points - 40%/400 points

Midterm Project - 1 at 100 points - 10%/100 points

Final Project - 1 at 200 points - 20%/200 points

Attendance/Participation - 1 at 50 points- 5%/50 points

A 100-94%, A- <93-90%, B+ 90-87%, B <87-84%, B- <83-80%, C+ <80-77%, C <77-74%,

C- <73-70%, D+ <70-67%, D <67-64%, D- <63-60%, E <60-0%

**If you are close to the next letter grade at the end of the semester, we will round if you receive a .5 or higher. For example, if you receive a 93.5%, your grade will be rounded to a 94.*

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.

Netiquette Communication Courtesy:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Netiquette Policy is available here.](#)

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.

Our role as instructors is to identify critical issues related to the course, direct you 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 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.

Other Resources:

Other resources are available at <http://www.distance.ufl.edu/> or visit:

- [Counseling and Wellness](#) resources or 352-392-1575
- [Disability resources](#)
- Resources for handling student concerns or issues - distancesupport@jou.ufl.edu

Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course through evaluations at <https://evaluations.ufl.edu>.

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/%20sccr/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 + ASSIGNMENT DETAILS

Weekly Lectures:

Pre-recorded lectures and weekly modules will be available on Monday mornings at 12 a.m. Live lectures will be alternating Tuesdays beginning the second week in Zoom from 7-9 p.m. EST. *Please note that live class meetings will be recorded and shared in the weekly modules for those who were unable to attend the live meeting.*

Assignment Details: Weekly Practice Discussions (25 Points Each)

During 10 of the 12 weeks of the semester, you will be required to engage in discussion posts. The discussion post may be a mini practice assignment where you demonstrate a new skill or it might challenge you to find inspiration, research or provide an analysis of a topic. The original post is due by Friday at 11:59 p.m. You will then be required to comment on two classmates' posts by 11:59 p.m. on Sunday.

A minimum word count is not required, but you must fully answer all questions to the best of your ability and respond to two classmates' posts to receive full points.

Wk 1 - Discussion 1 - Analysis of Brands Across Platforms

Wk 2 - Discussion 2 - Identify Brand Voice

Wk 3 - Discussion 3 - Create a Meme

Wk 4 - Discussion 4 - Design a Mood Board

Wk 6 - Discussion 5 - Facebook Groups

Wk 7 - Discussion 6 - Create an Emoji Story

Wk 8 - Discussion 7 - Instagram Story Bio

Wk 9 - Discussion 8 - Baby Influencers

Wk 10 - Discussion 9 - Enter a Contest

Wk 11 - Discussion 10 - Emergency Responses

| Assignment Rubric Details | | | | | |
|---------------------------------|---|--|--|--|-------|
| ADV6325 Weekly Discussion Posts | | | | | |
| Criteria | Ratings | | | | Pts |
| Completion of Requirements | 5 pts Full Marks Response fulfilled all requirements of the assignment. | 3 pts Response was missing one element from the assigned instructions. | 1 pts Response was missing two elements from the assigned instructions. | 0 pts No Marks Response was missing three or more elements from the assigned instructions. | 5 pts |
| Creative & Strategic Execution | 5 pts Full Marks Response was creative, strategic, appropriate and interesting. | 3 pts Response was somewhat creative, strategic, appropriate and interesting. | 1 pts Response was slightly creative, strategic, appropriate and interesting. | 0 pts No Marks Response was not very creative, strategic, appropriate and interesting. | 5 pts |
| Relevant and Timely | 5 pts Full Marks Response was current, timely and relevant. | 3 pts Response was somewhat timely and relevant. | 1 pts Response was slightly timely and relevant. | 0 pts No Marks Response was not very timely and relevant. | 5 pts |
| Response to Classmate 1 | 5 pts Full Marks Responded to one classmate with valuable feedback. | | 0 pts No Marks Did not respond or did not add to the conversation. | | 5 pts |
| Response to Classmate 2 | 5 pts Full Marks Responded to one classmate with valuable feedback. | | 0 pts No Marks Did not respond or did not add to the conversation. | | 5 pts |
| Total Points: 25 | | | | | |

Specific assignment details are available on the Weekly Practice Discussions assignment pages in Canvas.

Assignment Details: Weekly Assignments (40 Points Each)

During 10 of the 12 weeks of the semester, you will be required to submit weekly assignments that will challenge you to apply both design and strategy concepts from the weekly module. You are encouraged to share your assignments on our class Facebook group and ask for feedback.

Wk 1 - Assignment 1 - Social Media Video Introduction

Wk 2 - Assignment 2 - Back to School Posts Series

Wk 3 - Assignment 3 - Identifying KPIs & Contribute to the Series

Wk 4 - Assignment 4 - Increase Awareness Mini Campaign

Wk 6 - Assignment 5 - Content Bucket Creation

Wk 7 - Assignment 6 - Copywriting Assignment

Wk 8 - Assignment 7 - Instagram Story
 Wk 9 - Assignment 8 - Influencer Proposal
 Wk 10 - Assignment 9 - Contest Creation
 Wk 11 - Assignment 10 - Emergency Response

| ADV6325 Weekly Assignment | | | | | | | | |
|----------------------------|--|--|--|--|--|--|--------|--|
| Criteria | Ratings | | | | | | Pts | |
| Completion of Requirements | 10 pts Full Marks All assignment requirements were met. | 8 pts All assignment requirements were met with the exception of one element. | 6 pts The assignment lacks two elements required by the description. | 4 pts The assignment lacks three elements required by the description. | 2 pts The assignment lacks four elements required by the description. | 0 pts No Marks The assignment lacks five or more elements required by the description. | 10 pts | |
| Creative Execution | 10 pts Full Marks The assignment is creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is appropriate for the brand. No spelling or grammar issues. | 8 pts The assignment is mostly creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is mostly appropriate for the brand. One minor spelling or grammar issue is present. | 6 pts The assignment is somewhat creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is somewhat appropriate for the brand. Two minor spelling or grammar issues are present. | 4 pts The assignment is slightly creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is slightly appropriate for the brand. Three minor spelling or grammar issues are present. | 2 pts The assignment is not very creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is not very appropriate for the brand. Three or four minor spelling or grammar issues are present. | 0 pts No Marks The assignment lacks creativity and originality. There are substantial design issues. There are five or more spelling or grammar mistakes present. | 10 pts | |
| Strategic Execution | 10 pts Full Marks The assignment is strategic, adheres to best practices, and is appropriate for the target audience and brand. | 8 pts The assignment is mostly strategic. There is one issue with adhering to best practices and/or appropriateness for the target audience or brand. | 6 pts The assignment is somewhat strategic. There are two issues with adhering to best practices and/or appropriateness for the target audience or brand. | 4 pts The assignment is slightly strategic. There are three issues with adhering to best practices and/or appropriateness for the target audience or brand. | 2 pts The assignment is not very strategic. There are four issues with adhering to best practices and/or appropriateness for the target audience or brand. | 0 pts No Marks The assignment lacks strategy. There are five or more issues with adhering to best practices and/or appropriateness for the target audience or brand. | 10 pts | |
| Innovation | 10 pts Full Marks The assignment is innovative. | 8 pts The assignment is mostly innovative. | 6 pts The assignment is somewhat innovative. | 4 pts The assignment is slightly innovative. | 2 pts The assignment is not very innovative. | 0 pts No Marks The assignment lacks innovation | 10 pts | |
| Total Points: 40 | | | | | | | | |

Specific assignment details are available on the Weekly Assignment page on Canvas.

Assignment Details: Midterm Project (100 Points Total)

During the midpoint of the semester, students will complete a midterm project that will serve as part one of their final projects.

Midterm Project Assignment Instructions:

- **Select 3 potential brands that you want to work on this semester and propose a creative social campaign for each including:**
 - i. Campaign strategy statement -

- ii. Positioning statement -
 - iii. Campaign Goal and KPI metric
 - iv. Voice+Tone+Aesthetic
 - v. 3 main platforms
- How to select a brand or product: Select a specific brand and then a specific product or line from that brand that you're interested in. Select one brand for each category for your 3 potential brands.
 - i. For a retail brand: select a product line or initiative to promote.
 - ii. For a non-retail brand (tourism, non-profit, healthcare, apps, membership organizations): select a specific initiative, promotion or PSA to promote.
 - iii. For a media brand (NYT or TeenVogue): select a specific column or series to promote.

| ADV6325 Midterm Assignment | | | | | | | |
|----------------------------|--|---|---|---|--|--|--------|
| Criteria | Ratings | | | | | | Pts |
| Completion of Requirements | 25 pts Full Marks All assignment requirements were met. | 20 pts All assignment requirements were met with the exception of one element. | 15 pts The assignment lacks two elements required by the description. | 10 pts The assignment lacks three elements required by the description. | 5 pts The assignment lacks four elements required by the description. | 0 pts No Marks The assignment lacks five or more elements required by the description. | 25 pts |
| Creative Execution | 25 pts Full Marks The assignment is creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is appropriate for the brand. No spelling or grammar issues. | 20 pts The assignment is mostly creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is mostly appropriate for the brand. One minor spelling or grammar issue is present. | 15 pts The assignment is somewhat creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is somewhat appropriate for the brand. Two minor spelling or grammar issues are present. | 10 pts The assignment is slightly creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is slightly appropriate for the brand. Three minor spelling or grammar issues are present. | 5 pts The assignment is not very creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is not very appropriate for the brand. Three or four minor spelling or grammar issues are present. | 0 pts No Marks The assignment lacks creativity and originality. There are substantial design issues. There are five or more spelling or grammar mistakes present. | 25 pts |
| Strategic Execution | 25 pts Full Marks The assignment is strategic, adheres to best practices, and is appropriate for the target audience and brand. | 20 pts The assignment is mostly strategic. There is one issue with adhering to best practices and/or appropriateness for the target audience or brand. | 15 pts The assignment is somewhat strategic. There are two issues with adhering to best practices and/or appropriateness for the target audience or brand. | 10 pts The assignment is slightly strategic. There are three issues with adhering to best practices and/or appropriateness for the target audience or brand. | 5 pts The assignment is not very strategic. There are four issues with adhering to best practices and/or appropriateness for the target audience or brand. | 0 pts No Marks The assignment lacks strategy. There are five or more issues with adhering to best practices and/or appropriateness for the target audience or brand. | 25 pts |
| Innovation | 25 pts Full Marks The assignment is innovative. | 20 pts The assignment is mostly innovative. | 15 pts The assignment is somewhat innovative. | 10 pts The assignment is slightly innovative. | 5 pts The assignment is not very innovative. | 0 pts No Marks The assignment lacks innovation | 25 pts |
| Total Points: 100 | | | | | | | |

Assignment Details: Final Project (200 Points Total)

Students will select one brand to develop a creative social campaign including each of the following:

Part 1 - Strategy Execution

- Campaign strategy statement
- Positioning statement
- Campaign Goal and KPI metric
- Voice+Tone+Aesthetic
- 3 main platforms

Part 2 - Creative Execution

For selected (3) platforms for your brand campaign, create an original post series per platform that includes at least 3 posts. Each post per platform should be unique and include key strategy components such as creative copy, creative, and native interactive platform feature (ex: Poll, Swipe Up, Link, etc.). Specific details are available on Canvas.

Part 3 - Presentation

Students will be required to create a professional presentation where they outline the strategy of their campaign including the campaign strategy statement, positioning statement, campaign goal and KPI metric, voice, tone, aesthetic and introduce the three platforms to use. Students will then share their creative executions for the three platforms. Presentations will be held in Zoom and classmates are expected to provide constructive feedback at the end of each presentation. Presentation slides will be created using Google Slides.

| Criteria | Ratings | | | | | | Pts |
|----------------------------|--|---|---|---|---|--|--------|
| Completion of Requirements | 25 pts Full Marks All assignment requirements were met. | 20 pts All assignment requirements were met with the exception of one element. | 15 pts The assignment lacks two elements required by the description. | 10 pts The assignment lacks three elements required by the description. | 5 pts The assignment lacks four elements required by the description. | 0 pts No Marks The assignment lacks five or more elements required by the description. | 25 pts |
| Creative Execution | 50 pts Full Marks The assignment is creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is appropriate for the brand. No spelling or grammar issues. | 40 pts The assignment is mostly creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is mostly appropriate for the brand. One minor spelling or grammar issue is present. | 30 pts The assignment is somewhat creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is somewhat appropriate for the brand. Two minor spelling or grammar issues are present. | 20 pts The assignment is slightly creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is slightly appropriate for the brand. Three minor spelling or grammar issues are present. | 10 pts The assignment is not very creative, effective, compelling, and adheres to best practices of the principles and elements of design. Creative execution is not very appropriate for the brand. Three or four minor spelling or grammar issues are present. | 0 pts No Marks The assignment lacks creativity and originality. There are substantial design issues. There are five or more spelling or grammar mistakes present. | 50 pts |
| Strategic Execution | 50 pts Full Marks The assignment is strategic, adheres to best practices, and is appropriate for the target audience and brand. | 40 pts The assignment is mostly strategic. There is one issue with adhering to best practices and/or appropriateness for the target audience or brand. | 30 pts The assignment is somewhat strategic. There are two issues with adhering to best practices and/or appropriateness for the target audience or brand. | 20 pts The assignment is slightly strategic. There are three issues with adhering to best practices and/or appropriateness for the target audience or brand. | 10 pts The assignment is not very strategic. There are four issues with adhering to best practices and/or appropriateness for the target audience or brand. | 0 pts No Marks The assignment lacks strategy. There are five or more issues with adhering to best practices and/or appropriateness for the target audience or brand. | 50 pts |
| Innovation | 25 pts Full Marks The assignment is innovative. | 20 pts The assignment is mostly innovative. | 15 pts The assignment is somewhat innovative. | 10 pts The assignment is slightly innovative. | 5 pts The assignment is not very innovative. | 0 pts No Marks The assignment lacks innovation | 25 pts |
| Presentation | 50 pts Full Marks Presentation is professional, polished and appropriate for the audience. | 40 pts Presentation is mostly professional, polished and appropriate for the audience. | 30 pts Presentation is somewhat professional, polished and appropriate for the audience. | 20 pts Presentation is lacking where it should be professional, polished and appropriate for the audience. | 10 pts Presentation is not very professional, polished and appropriate for the audience. | 0 pts No Marks No presentation was provided. | 50 pts |

COURSE SCHEDULE

Weekly Module Dates:

Week 1: 8/22-8/26 - History of Advertising & Platform Best Practices

Week 2: 8/27- 9/2 - Identifying a Brand Person

Week 3: 9/3 - 9/9 - Identifying Goals and KPIs

Week 4: 9/10 - 9/16 - Creative Strategy

Week 5: 9/17 - 9/23 - Content Marketing

Week 6: 9/24 - 9/30 - Platform Community & Engagement

Week 7: 10/1 - 10/7 - Copy

Week 8: 10/8 - 10/14 - Creative Storytelling

Week 9: 10/15 - 10/21 - Influencer Social Media Marketing

Week 10: 10/22 - 10/28 - UGC & Contests

Week 11: 10/29 - 11/4 - Unplanned Communication

Week 12: 11/5 - 11/11 - Pitch & Presentation

Week 13: 11/12 - 11/18 - Final Project Presentations

WEEKLY MODULE SCHEDULE

Week 1

Objectives:

- Understand the history of advertising & social media
- Create effective designs through attention to the principles and elements of design
- Have a thorough understanding of each social media platform's strengths and weaknesses.

Lectures: Pre-Recorded

Lecture & Reading Topics:

- History of Advertising and Social Media, Platform Strengths & Weaknesses, Principles and Elements of Design

Discussion 1: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 1: Submission due Monday @ 11:59 p.m.

Week 2

Objectives:

- Identify what makes a brand engaging and understand the difference between engagement and followers.
- Evaluate the brand's voice
- Build a community using best social media practices

Lecture: Live in Zoom

Lecture & Reading Topics:

- Brand Voice & Attitude, Community Building on Social Media, Canva

Discussion 2: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 2: Submission due Monday @ 11:59 p.m.

Week 3

Objectives:

- Formulate an effective social media goal to support larger business marketing goal
- Identify ways to leverage social media for marketing initiatives
- Creating measurable goals and KPIs

Lectures: Pre-Recorded**Lecture & Reading Topics:**

- Introduction to Photoshop, Establishing Social Media Campaign Goals

Discussion 3: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 3: Submission due Monday @ 11:59 p.m.

Week 4

Objectives:

- Craft a creative strategy campaign while keeping KPIs and goals in focus
- Brainstorm creative concepts based on current social trends
 - Campaign Aesthetic, Hashtags, Platform Specific-trends
- Manage a brand's fan page

Lecture: Live in Zoom**Lecture & Reading Topics:**

- Introduction to Photoshop, Creativity & Brainstorming, Creative Strategy, Trends

Discussion 4: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 4: Submission due Monday @ 11:59 p.m.

Week 5

Objectives:

- Basic understanding of Content Marketing for social media.
- Creating Content Buckets for your campaign: different content that you can make to supplement your campaign
- Translating Content Bucket into executable posts per social channel.

Lectures: Pre-Recorded**Lecture & Reading Topics:**

- Introduction to Photoshop, Introduction to Content Marketing on Social Media

Midterm Assignment: Submission due 9/25 @ 11:59 p.m.

Week 6

Objectives:

- Identify which social platforms are best for your campaign based on platform strengths and audience/community.
- Use native social media tools to execute creative social posts that align with your campaign KPIs.
- Execute creative social media content

Lecture: Live in Zoom**Lecture & Reading Topics:**

- Introduction to Photoshop, Identifying Content for Each Platform, Overview of Native Platforms

Discussion 5: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 5: Submission due Monday @ 11:59 p.m.

Week 7**Objectives:**

- Basics of Social Media copywriting including hashtags, proper emoji usage, and crafting CTAs.
- Writing for global audiences
- Effective Keyword usage + search terms
- Review Final Project Outline and Deliverables

Lectures: Pre-Recorded**Lecture & Reading Topics:**

- Overview of Social Media Copywriting, Emoji Usage, Following Conversations and Trending Hashtags, Mockups, CTAs per Platform

Discussion 6: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 6: Submission due Monday @ 11:59 p.m.

Week 8**Objectives:**

- Translate your campaign strategy into multimedia storytelling

Lecture: Live in Zoom**Lecture & Reading Topics:**

- Introduction to Visual Storytelling, Defining a Personal Aesthetic

Discussion 7: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 7: Submission due Monday @ 11:59 p.m.

Week 9**Objectives:**

- Why Influencers are effective
- Micro vs Macro Influencers
- Integrating Influencers into your campaign
- How to Approach Influencers

Lectures: Pre-Recorded**Lecture & Reading Topics:**

- Influencer Content, Influencer Marketing for Social Media

Discussion 8: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 8: Submission due Monday @ 11:59 p.m.

Week 10

Objectives:

- Craft a User-Generated Content component to go with your overall social campaign
- Best practices for an effective social media contests

Lectures: Live in Zoom**Lecture & Reading Topics:**

- Introduction to Social UGC Campaigns, Writing Copy for Contests, CTAs

Discussion 9: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 9: Submission due Monday @ 11:59 p.m.

Week 11

Objectives:

- Prepare for the unexpected
- Craft meaningful responses

Lectures: Pre-Recorded**Lecture & Reading Topics:**

- Dealing with Brand Crisis, When to Go Dark, Preparing for News, Good & Bad Responses

Discussion 10: Original post due Friday @ 11:59 p.m., 2 responses due Sunday @ 11:59 p.m.

Assignment 10: Submission due Monday @ 11:59 p.m.

Week 12

Objectives:

- Pitch and present your social campaign
- Incorporate mock-ups and GIFs into your presentation

Lectures: Live in Zoom**Lecture & Reading Topics:**

- Best Practices of Presenting, Prepare Mockups

Final Project: Submission due 11/13 @ 7 p.m.

Week 13

Objectives:

- Present your campaign! You can either record your presentation or present live in the Zoom classroom.

Lectures: Live in Zoom