



# ADV6325

## Advertising & Social Media

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Spring 2020



### Course Information

**Semester:** Spring 2020 3 Credit Hours

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

**Class Meeting Room:** [Zoom](#)

**Office Hours:** By Appointment

**Class Facebook Group:** [www.facebook.com/groups/979445735758786/](http://www.facebook.com/groups/979445735758786/)



### Instructors

**Brianne Fleming**

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**Kara Page**

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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 outside Fort Lauderdale, FL. She has been the voice behind several brands including Orangetheory Fitness. She now owns her own consultancy, Twelve Stories Up, where she works with other fitness and wellness clients. Brianne also runs [a blog and podcast](#) about the intersection of marketing and pop culture.

**Kara** is the former Interim Director/Associate Director of UF CJC Online. Today, Kara owns Rewritten Page, a communication agency dedicated to providing clients with engaging and beautiful content. Kara is a graphic designer who loves all things creative.

### 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:

● 1/14, 1/28, 2/11, 2/25, 3/10, 3/24, 4/7, 4/21

**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, Photoshop, and other editing tools. 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
- Use native social media tools to execute social posts and advertising campaigns that align with campaign KPIs
- 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 and following on social media
- Formulate an effective business marketing goal and learn how to implement organic and paid initiatives to achieve it
- 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
- 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

### Course Deliverables:

The course has been divided into weekly discussions, weekly practice assignments, midterm project, final project and attendance/participation scores. The class is out of 1,200 total points.

**Weekly Practice Discussions** - 12 at 25 points - 25%/300 points

**Weekly Assignments** - 12 at 40 points - 40%/480 points

**Midterm Project** - 1 at 180 points - 15%/180 points

**Final Project** - 1 at 180 points - 15%/180 points

**Attendance/Participation** - 1 at 60 points- 5%/60 points

## COURSE EXPECTATIONS

The course is a 16-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 15 modules (1 week off for spring break 3/2-3/8) featuring lectures, reading resources, discussions and assignments. The last day of class will be live presentations of the final project.

### Attendance + Interaction:

Throughout the 16 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/979445735758786/>

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

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

● **1/14, 1/28, 2/11, 2/25, 3/10, 3/24, 4/7, 4/21**

### 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 design and photo editing programs throughout the semester. Students will be able to select from a free resource or paid Adobe product depending on each project. This will allow students to customize their learning experience.

**Adobe Photoshop** - For students who want to learn more advanced graphic design tools, access to Creative Cloud Photography or Creative Cloud All Apps will be required. 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>.

*If you are unsure if Photoshop is right for you, wait to start a free trial during the semester. All assignments can be completed using free software instead, so please don't feel obligated to purchase a subscription.*

**Adobe Spark** - Access to Adobe Photoshop CC will allow you to access premium features on Adobe Spark. If you do not purchase an Adobe Creative Cloud subscription, you can access more limited free features on Adobe Spark.

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

**Other Apps** - Several free and low-cost applications will be suggested throughout the semester to improve your graphic design skills on social media.

### 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/979445735758786/>

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:

● 1/14, 1/28, 2/11, 2/25, 3/10, 3/24, 4/7, 4/21

*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	5% off
More than an hour late but less than 24 hours late	10% off
More than 24 hours late but less than 48 hours late	25% off
More than 48 hours late	50% 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. 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 for 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 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 3/16

**Final Project** - Due @ 7 p.m. EST on 4/20 for Class Presentation

**Attendance & Participation** - No submission

### Grading:

Your assignments will be graded based on the following 1,200-point scale:

**Weekly Practice Discussions** - 12 at 25 points - 25%/300 points

**Weekly Assignments** - 12 at 40 points - 40%/480 points

**Midterm Project** - 1 at 180 points - 15%/180 points

**Final Project** - 1 at 180 points - 15%/180 points

**Attendance/Participation** - 1 at 60 points- 5%/60 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 accommodations 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 Courtesies:**

All members of the class are expected to follow rules of common courtesies 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](mailto:distancesupport@jou.ufl.edu)



**Course Evaluations:**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-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/%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 12 of the 16 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. The rubric is available on Canvas. Specific assignment details are available on the Weekly Practice Discussions assignment pages in Canvas.*

### Assignment Details: Weekly Assignments (40 Points Each)

During 12 of the 16 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.

*The rubric is available on Canvas. Specific assignment details are available on the Weekly Assignment page on Canvas.*

### Assignment Details: Midterm Project (180 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**.
- 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.

*The rubric and additional details/requirements are available on Canvas.*

### Assignment Details: Final Project (180 Points Total)

Students will select one brand to create a comprehensive social campaign that includes strategy development and creative execution of organic and paid social posts. Students will compile these materials into a polished presentation that could potentially be presented to a client.

*The rubric and additional details/requirements are available on Canvas.*

## COURSE SCHEDULE

### Weekly Module Dates:

Week 1	1/6 - 1/12	History of Advertising & Platform Best Practices
● Week 2	1/13-1/19	Establishing a Brand Persona
Week 3	1/20-1/26	Identifying Goals, KPIs, and Objectives
● Week 4	1/27-2/2	Creative Strategy
Week 5	2/3-2/9	Building a Consistent Brand
● Week 6	2/10-2/16	Content Marketing
Week 7	2/17-2/23	Platform & Community Engagement
● Week 8	2/24-3/1	Copy

### Week 9 SPRING BREAK

● Week 10	3/9-3/15	Creative Storytelling
Week 11	3/16 - 3/22	Influencer Social Media Marketing
● Week 12	3/23 - 3/29	UGC & Contests
Week 13	3/30 - 4/5	Unplanned Communication
● Week 14	4/6 - 4/12	Paid Social Advertising
Week 15	4/13-4/19	Delivering a Powerful Pitch
● Week 16	4/20-4/24	Pitch & Presentations

## WEEKLY MODULE SCHEDULE

### Week 1: Platform Overviews + Best Practices

#### 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**

**Discussion 1: Cross Platform Brand Analysis** Original post due Fri. and 2 responses due Sun.

**Assignment 1: Social Media Video Introduction** Submission due Monday @ 11:59 p.m.

### ● *Week 2: Establishing a Brand Persona*

**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, 1/14 @ 7 p.m. Eastern**

**Discussion 2: Brand Voice** Original post due Friday and 2 responses due Sunday

**Assignment 2: UF Back to School Post** Submission due Monday @ 11:59 p.m.

### *Week 3: Identify Goals + Metrics/KPIs*

**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**

**Discussion 3: Create a Meme** Original post due Friday and 2 responses due Sunday

**Assignment 3: Identifying KPIs & Objectives** Submission due Monday @ 11:59 p.m.

### ● *Week 4: Creative Strategy*

**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
- Learn about social media style guidelines
- Manage a brand's fan page

**Lecture: Live in Zoom on 1/28 @ 7 p.m. Eastern**

**Discussion 4: Mood Board** Original post due Friday and 2 responses due Sunday

**Assignment 4: Increase Awareness Mini Campaign** Submission due Monday @ 11:59 p.m.

### *Week 5: Building Brand Consistency*

**Objectives:**

- Understand the importance of consistency across social media channels
- Consider how a consistent brand identity contributes to brand equity
- Design branded assets for social media and visual communications

**Lecture: Pre-Recorded**

**Discussion 5: Consistent Visuals** Original post due Friday and 2 responses due Sunday

**Assignment 5: Cross-Channel Branding** Submission due Monday @ 11:59 p.m.

### ● *Week 6: Content Marketing*

**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: Live in Zoom on 2/11 @ 7 p.m. Eastern**

**Discussion 6: Designing for Clicks** Original post due Friday and 2 responses due Sunday

**Assignment 6: Content Theme Creation** Submission due Monday @ 11:59 p.m.

### *Week 7: Platform Community + Engagement*

**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.
- Research opportunities to engage in two-way audience communication

**Lecture: Pre-Recorded**

**Discussion 7: Trending Topics & Conversation** Original post due Fri. and 2 responses due Sun.

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

**Midterm Assignment:** Submission due 3/16 @ 11:59 p.m.

### ● *Week 8: Copywriting*

**Objectives:**

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

**Lectures: Live in Zoom on 2/25 @ 7 p.m. Eastern**

**Discussion 8: Instagram Story Product Overview** Submission due Monday @ 11:59 p.m.

**Assignment 8: Instagram Story Teaser** Original post due Friday and 2 responses due Sunday

***Week 9 - Spring Break***  
***Midterm Assignment Due 3/16***

### ● Week 10: Creative Storytelling

#### Objectives:

- Translate your campaign strategy into multimedia storytelling

**Lecture: Live in Zoom on 3/10 @ 7 p.m. Eastern**

**Midterm Assignment due 3/16**

### Week 11: Influencer Social Media Marketing

#### Objectives:

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

**Lectures: Pre-Recorded**

**Discussion 9: Influencers** Original post due Friday and 2 responses due Sunday

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

### ● Week 12: UGC and Contests

#### 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 on 3/24 @ 7 p.m. Eastern**

**Discussion 10: Enter a Contest** Original post due Friday and 2 responses due Sunday

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

### Week 13: Unplanned Communication

#### Objectives:

- Prepare for the unexpected
- Craft meaningful responses

**Lectures: Pre-Recorded**

**Discussion 11: Emergency Response** Original post due Friday and 2 responses due Sunday

**Assignment 11: Emergency Response Practice** Submission due Monday @ 11:59 p.m.

### ● Week 14: Paid Social Advertising

#### Objectives:

- Learn how to set up paid social media campaigns
- Understand how to target ads to specific audiences for a stronger strategy

**Lectures:** Live in Zoom on 4/7 @ 7 p.m. Eastern

**Discussion 12: Facebook Ads Library** Original post due Friday and 2 responses due Sunday

**Assignment 12: Targeted Ads** Submission due Monday @ 11:59 p.m.

### *Week 15: Delivering a Powerful Pitch*

**Objectives:**

- Learn the tips and tricks of successful presentations
- Practice strong presentation skills
- Create a powerful pitch with beautiful slides

**Lectures:** Pre-recorded

**Final Project due 4/20, Presentations next week**

### *Week 16: Live Presentations*

**Objectives:**

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

**Final Project:** Submission due Monday 4/20 @ 11:59 p.m.

**Final Project Presentations in Zoom on 4/21 @ 7 p.m. Eastern**

Syllabus Page in Canvas: <https://ufl.instructure.com/courses/387313/assignments/syllabus>