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MMC5169: Influence and Selling

Summer 2019

3 CREDIT HOURS

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## INSTRUCTOR

**Kevin VanValkenburgh**

**Email:** [kvanvalkenburgh@jou.ufl.edu](mailto:kvanvalkenburgh@jou.ufl.edu)

**Phone number:** (404)-451-2802

### Contact

I am always easiest to reach via email. I can also be reached and will be active in the class discussion board weekly.

### Office Hours

I will be glad to schedule an appointment with you if you wish. These appointments should be requested with at least 48 hours notice so I can arrange availability.

### Instructor Bio

I am a 25+ year executive level advertising and marketing professional and currently The Chief Connections Office for The Tombras Group, a highly awarded and one of the fastest growing independent ad agencies in the country. Since coming to Tombras over 5 and a half years ago we have tripled in size and the media department I was hired to evolve has gone from 12 to over 80 people.

I graduated from Full Sail University as Salutatorian with a Masters Degree in Internet Marketing with a 3.94 GPA and the Advanced Achievement Award, the highest award given by the school.

I have extensive experience in branding, strategy, content development, social media, connections planning, audience development, lead gen, micro segmentation, analytics, PR, CRM, AI and most other current marketing buzzwords of the day.

I have a keen understanding of the role of both traditional and digital in customer acquisition, retention and path to purchase with the ability to make it accountable and profitable to specific measurable KPI's.

I create marketing strategies and campaigns that drive measurable results for brands you know. My campaigns have been featured in national marketing trade publications like AdWeek, AdAge, Digiday and more. I have also been featured in articles in these pubs about digital marketing, Programmatic, Amazon, AI and more.

### COURSE WEBSITE & LOGIN

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

## Zoom

Provide instructions on how Zoom will be used for this course. You can use Zoom for recording lectures or live lectures, and you can hold office hours over Zoom.

## THIS COURSE

### Course Layout

Each week, you will be assigned lectures to watch, readings, and assignments. These tasks can be found on each weekly module. This course is designed to give you an overview of the skills used by sellers of all types. We will address everything from cold calls to presentations, sales strategies and outcomes to body language.

We will also feature guest appearances from a digital marketing professionals from around the country who will give you a jump off point for a class project or our weekly discussion.

### Description

Marketing today changes rapidly. What you learn today can be obsolete almost as fast. In this class we will look at 12 topics that are disrupting marketing. The topics will range from privacy to technology, media to data. You will learn to quickly understand and evaluate the potential impact on marketing through class lectures, discussions and self-research to form and defend an opinion on each weekly topic. The final project will be live video presentation that is a deep dive into one of our weekly topics or an additional one approved by the course instructor that will present the pros and cons as well as an educated point of view on the potential or real impact on marketing today and tomorrow.

### Objectives

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

- A deeper understanding of the disruptive technology and issues that are driving change in the way marketers go to market with products or services.
- A deeper understanding of holistic digital marketing technology and tactics that are on the cutting edge of what is next in technology, data, privacy, audience targeting and media planning and buying.
- Students will be able to formulate and defend points of view based on class topics, lectures, personal research and discussion groups
- Students will hone presentation and effective communication skills through weekly assignment videos and discussion posts.
- Students will significantly expand their digital knowledge base through classroom lectures that will focus on how we got to the point of change and the actual change.

### Course Deliverables

You will have a variety of assignments in many different forms from video to written, PowerPoint to discussion and even a live presentation for your final project.

## COURSE EXPECTATIONS

Each week will feature a unique topic that has, is or will disrupt the way marketing is done. Each week will feature a lively discussion group designed to allow you to professionally debate based on provided materials and lectures. Active participation and personal research will be key to your success in this class, as is the ability to form, support or defend your point of view.

It will be important that you fully engage with recorded class lectures as they will give you a robust look into how we arrived at the point where the disruption occurs. This will be the jump off point for you to develop your own point of view to put forth and or defend in the weekly assignments

There will be no late work accepted for full credit. Grading deductions for late submissions will follow University policy.

Your participation in weekly discussion is required and there are two separate parts required for the weekly post. These are designed to give you the chance to professionally communicate your thoughts and work on your persuasion. If you are asked a question, you will need to respond to gain full marks. Your initial post on the weekly topic will be due at 11:59pm on Wednesday and your minimum of two additional posts in response to others as well as question answers from your instructor or others is due by Sunday at 11:59pm

### Attendance

This is a 16-week course with a defined set of objectives for each module. Though our topics will be different every week, there will be times when class themes build and it is important that you stay current with the work to understand and be able to build these themes together for the final project.

Though we do not have a weekly live meeting time in this class structure, I will be asking questions in discussion and answering any questions you have throughout the week. The best way to get those to me is in email. I will be looking at the discussions and adding questions randomly based on the discussions. Make sure you are going back in before Sunday night to make sure you do not have unanswered questions.

### Interactions

Your best way to interact is initially through email. I can make myself available for limited live conversations or screen shares if necessary.

### Accountability

Remember that in the professional world, deadlines and respect matter. All of your communications need to be respectful of the thoughts of others. This is not limited to just the discussion boards but encompassing of all communication in the class. If you are not on time with your work, there will be deductions.

### 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 TEXT

There is no required text book, but weekly modules do have required readings.

## PREREQUISITE KNOWLEDGE & SKILLS

An understanding of the basics of digital and traditional marketing is required. This class will challenge you to get outside of your comfort zone. Google, knowledge of data and it's uses, CRM, privacy, as well as basic media planning and buying understanding is required.

## TEACHING PHILOSOPHY

My teaching philosophy is similar to what an art or design instructor would take for this course. There are key things that you need to know and you need to prove that you know them. Then once you have mastered the key tenants, you can make them your own and I will allow you to showcase your personal style and presentation skills as long as they are still in the lens of professional business communication and conduct.

## COURSE POLICIES

### Attendance Policy

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site regularly including Sundays for discussion.

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

### Late Work & Makeup Policy

In the real world, if you miss a deadline you lose your opportunity. 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:

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%. No work will be accepted past 24 hours after the due date.

**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 to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

**Suggested 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. Email your academic advisor 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

In general, all coursework should be submitted through Canvas. For any coursework submitted outside of Canvas. Please notify the instructor if you need to submit your work in a different manner.

## Deadlines

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Mondays: **The following is an example:**

- Discussion Initial Post 11:59pm Wednesday
- Weekly Assignment(s) 11:59pm Sunday
- Final Presentation Must be Scheduled with Instructor

## Grading

Your work will be evaluated according to the following total by module:

### GRADE DISTRIBUTION

Wk 1: Data. What is the real value of data in marketing? – 4 Points

Wk 2: GDPR. Is it the end of digital marketing? – 4 points

Wk 3: Programmatic Buying. Will it change the way media is bought and sold? – 4 points

Wk 4: Advanced TV. Is this the end of TV marketing as we know it? – 4 Points

Wk 5: The impact of more walled gardens on marketing? – 4 Points

Wk 6: Voice tech. How does this change purchase behavior and the customer journey – 4 Points

Wk 7: Fraud. From NHT to fake users accounts, how do we get back to real? – 4 Points

Wk 8: Block Chain. – Is this a marketing thing or not? – 4 Points

Wk 9: Artificial Intelligence in Marketing. Are human marketers even necessary? – 4 Points

Wk 10: Verified Walk In Data. Is this the measure for digital exposure to brick and mortar sales? – 4 Points

Wk 11: Automated Marketing for Brands. Is CRM the centerpiece of marketing today? – 4 Points

Wk 12: 5G. Is 5g speed the jump off point for the end of the smart phone? – 4 points

Wk 13: Cross Screen Reach and Frequency- 4 points

Wk 14: The Cookieless World – 4 points

Wk 15: AR/VR – 4 points

Weekly Discussions –

15 Points for Initial Posts – 1 point per week

15 Points for replies and answers to questions – 1 point per week

Week 16 Final Project – 10 Points

Grading Scale is Shown Below and Grades will not be rounded.

Your final grade will be rewarded as follows.

A	100%	to	93.5%
A-	< 93.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%
C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
F	< 59.5%	to	0%

## 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. <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 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 are available at <http://www.distance.ufl.edu/> getting-help for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/> 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 contact your program director and/or student support coordinator at [distancesupport@jou.ufl.edu](mailto:distancesupport@jou.ufl.edu) or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## Course Evaluation

*Students in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.*

## 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

There will be a weekly recorded lecture that will introduce skills or further research needed for the module assignments.

Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos/weekly reading according to the schedule will be easier as some topics build off others.

### **Module 1: Data. What is the real value of data in marketing? – 6 total points**

In module 1 you will research and form an opinion on the future of data in digital marketing. You will then formulate and present a POV on what a brand should or should not be doing to make data a more important part of their marketing decisions.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck.



Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

### **Week 1 Discussion (2 Points)**

Initial Submission -1 point

Responses (2) and all questions – 1 point

### **Module 2: GDPR - Is it the End of Digital Marketing? – 6 total points**

In module 2 you will research GDPR and evaluate the affect it could have on digital marketing in the US.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

#### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

### **Week 2 Discussion (2 Points)**

Initial Submission -1 point

Responses (2) and all questions – 1 point

### **Module 3: Programmatic Buying. Will it change the way all media is bought and sold? – 6 Total Points**

In module 3 you will research and predict the impact that having more traditional media types available to purchase through programmatic technology means on the advertising industry and especially focus on the impact of how this will change the way media is planned and purchased.

You will create a 3-minute video to make your case and support it with a PowerPoint presentation. There will also be a weekly discussion topic related to Programmatic and required responses as well as answers to questions posed by the instructor. – 4 points

#### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

### **Week 3 Discussion (2 Points)**

Initial Submission -1 point

Responses (2) and all questions – 1 point

### **Module 4: Advanced TV. Is this the end of TV marketing as we know it? – 6 Total Points**

In module 4 you will research and predict the impact of the evolving world of television. You will develop a point of view on how these changes will disrupt the industry and affect both linear and digital video.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

#### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

### **Week 4 Discussion (2 Points)**

Initial Submission -1 point

Responses (2) and all questions – 1 point

### **Module 5: The impact of more walled gardens on marketing? – 6 Total Points**

In module 5 you will research and predict the impact of recent acquisitions by companies like Walmart, AT&T, Verizon, Disney and more and develop a point of view on how these changes may affect the current status of Amazon, Google and Facebook for share and digital advertising dominance.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

#### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

## **Week 5 Discussion (2 Points)**

Initial Submission -1 point

Responses (2) and all questions – 1 point

## **Module 6: Voice tech. How does this change purchase behavior and the customer journey? - 6 Total Points**

In module 6 you will dive into voice tech and how user adoption of this tech is changing how digital marketers have to think about everything from search to shopping as the world changes from typing to talking.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

## **Week 6 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

## **Module 7: Fraud. From NHT to fake user accounts, how do we get back to real? - 6 Total Points**

In module 7 you will research fraud in its many forms and talk about the impact that the constant “Black Hat/White Hat” battle between fraudsters and marketers is helping or hurting the digital marketing ecosystem.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

## **Week 7 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

### **Module 8: Block Chain. – Is this a marketing thing or not? - 6 Total Points**

In module 8 you will research and develop a POV on BlockChain. Is it a marketing tool? Is it a development tool? Is it just another shiny object on the screen in digital marketing?

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

#### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

#### **Week 8 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions -1 point

### **Module 9: Artificial Intelligence in Marketing. What changes for humans in marketing? - 6 Total Points**

In module 9 you will research the many applications of AI from websites to media and all points in between. You will develop a POV on how or if AI is going to disrupt the current digital landscape.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

#### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

#### **Week 9 Discussion (2 Points)**

Initial Submission -1 point

Responses (2) and all questions - 1 point

### **Module 10: Verified Walk In Data. Is this the best measure for digital exposure to brick and mortar sales? – 6 total points**

In module 10 you will research the pros and cons of verified walk in data. Is it the best way to bring KPI accountability to digital marketing or is it over inflating the ROI of the brands that are using it?

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

**Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

**Week 10 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

**Module 11: Automated Marketing for Brands. Is CRM the of the marketing universe today? - 6 Total Points**

In Module 11 you will research and form a POV on when and if CRM and automated marketing truly can become the center of a brands online and offline marketing universe. This module will cover data, data management, technology and customer journey mapping.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

**Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

**Week 11 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

**Module 12: 5G. Is 5g going to kill smart phones? – 6 Total Points**

In module 12 you will deep dive into 5G technology and how it could become the backbone to the next series of evolution in marketing. 5G is just a phone technology right? How could 5G change marketing? You will

explore the many things that 5G will bring to average consumers that are not related to your mobile phone and develop your own opinion as to how this will change the marketing landscape.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

**Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

**Week 12 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

**Module 13: Cross Screen Reach and Frequency – 6 Total Points**

In module 13 you will deep dive into and cross screen reach and frequency which is the hot topic du jour for this year. We will take a look at some of the new technology and if reach and frequency may or may not be important as marketers begin to have access to tools that will better let them manage ad exposure across all screens and devices.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

**Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

**Week 13 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

## **Module 14: The Cookieless World – 6 Total Points**

In module 14 we will look at the inevitable loss of 3<sup>rd</sup> party cookies and how that is going to alter the entire digital marketing ecosystem. We will also look at ways that marketers plan on doing a workaround through other technologies and with publishers.

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

### **Week 14 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

## **Module 15: AR/VR – 6 Total Points**

In module 15 we will look at AR/VR which have been predicted to have major impacts on brands and marketing each year for the last 5 years. Is this finally the year? Is it just another shiny object?

You will create a 3-minute video to demonstrate your understanding of the topic and state your POV either supporting or challenging the weekly topic question. You will be required to also have a 10-12 slide PowerPoint deck to present as part of your recorded submission. – 4 points

### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

### **Week 15 Discussion (2 Points)**

Initial Submission – 1 point

Responses (2) and all questions – 1 point

## **Week 16: Final Project: An in Depth, Live Video Presentation, Student Chosen about any Topic from Weeks 1-15 or a bonus topic approved by instructor. – 10 Points**

In week 16 you will create a 25-30-minute presentation on a selected course topic or a new topic approved by the instructor to be presented live over a video conference. This will be an in-depth presentation that includes a PowerPoint (20-30 slides) covering a complete overview of that topic with both the benefits and drawbacks of your chosen topic. In this assignment, you will need to think like an expert presenter at an industry conference and close with a strong educated opinion on why it matters to marketers be it selling the positive or potential negative impact.

In the live presentation you will also need to be prepared to answer questions from the instructor.

You will declare your topic and gain approval in week 14 of this class. You will also be given access to other industry information and or experts for Q&A to help you gain a deeper knowledge of your topics.

### **Rubric:**

For maximum points you will need to effectively demonstrate clear understanding of the topic and communicate your POV in your video within the minimum and maximum time requirements. Show your effective communication skills in terms of eye contact, body posture and a well-designed PowerPoint deck. Also, be mindful of verbal communication issues avoiding words like; um, like or other as these are also being accounted for.

## **Course Introduction & Syllabus**

- [Course Introduction Video](#)
- [Syllabus introduction Video](#)

Syllabus Page in Canvas: <https://ufl.instructure.com/courses/352174/assignments/syllabus>



