MMC6728 Branding Using Social & Mobile Media

Academic Term: Fall 2023
3 **Credit Hours**

Instructor
Name: Brianne Fleming
Email Address: brianne.fleming@ufl.edu
Office Phone Number and Times: (954) 675-9221, call/text between 8 a.m. and 10 p.m.
Virtual Office Hours: Available upon request.

Course Description and Prerequisites

Course Description: In this course, the students will learn to create an Integrated Marketing Communication (IMC) plan, describe the role the social media marketing plan plays in the IMC, develop a social media plan with a focus on branding, and analyze the impact of social media on branding efforts. Using the fundamental principles learned in this course as a foundation, the students will map the landscape of social media, create brand strategies for social media marketing, audit the competitive scope of social media activities for a brand, assess the effectiveness of social media engagement strategies, and use the most influential tools in social media engagement and branding.

Course Prerequisites / Co-Requisites – N/A

Course Expectations

This is a fully online course; you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM ET and ends on Sunday at 11:59 PM ET.

Time Commitment & Student Workload Expectations
Expect to spend 10 to 20 hours per week per course watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Expectations for Writing Assignments: Writing Style
To meet the academic rigor and standards of a graduate program, all students must use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Accessing Lectures
Each week, you will have either a pre-recorded or live lecture.
Live lectures occur bi-weekly and can be found via Zoom at this link. The URL will not change, so you may bookmark it and reuse for each meeting.

Live classes will be Tuesday evenings from 7-9 p.m. EST on the following dates:
8/29, 9/12, 9/26, 10/10, 10/24, 11/7, 11/21

Live final project presentations will occur Tuesday, 12/5 from *6 to 9pm.*

All live lectures will be recorded and loaded into Canvas. If you are unable to attend a live lecture, you may submit a Live Lecture Response paper. Details on this are on the homepage of the Canvas courseroom.

To supplement lecture topics, this course will consist of weekly discussion posts, assignments, and two final projects.

Course Layout
Each weekly module will feature…

- Course objectives specific to a personal branding or social media topic
- Assigned readings and/or supplemental videos
    o This includes textbook readings as well as online articles or videos
- Lecture (recorded or live)
- One discussion due Sundays and two classmate responses due Wednesdays
- One assignment
- Ongoing Facebook Group Interaction

Students are expected to respond to at least two classmates on each discussion by the following Wednesday in which it was originally due.

Facebook Group
In an effort to foster continued engagement and discussion throughout this online course, please join our private Facebook Group. This group provides an opportunity to ask questions, share your work, gather feedback, and/or post news about the latest innovations in advertising and social media. This field is constantly evolving, so there is always new information to share, discuss, and learn.

Brianne will also use the group to share friendly reminders and reinforce important announcements that you will also see in Canvas. If you have a general question, consider posting it in the Facebook Group vs. an email. This allows your classmates to see the answer as well.

Attendance Policy
Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click here to read the university attendance policies for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation.

Late Assignment Policy
Late assignments will not be accepted unless it is a University excused absence, as stated in the attendance policies. ***No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.*** If potential issues arise concerning submitting the final work, students should contact their instructors before the assignment deadline.

1. Late Assignment Grade Reductions
   a. 0-24 Hours Late: 10% reduction in grade.
   b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
   c. After the 7th Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

Missed Live Lectures
In courses where there are live weekly or bi-weekly lectures, a recording of the lecture will be provided if you cannot attend. You will be responsible to "make-up" the missed lecture by viewing the recorded lecture and completing a required assignment, explained below.

Response Paper Instructions for Missing Live Class:
A recording of all live lectures will be provided. If you are unable to attend the scheduled live lectures due to work/family/other obligations, you can submit a response paper instead. You must submit the following information via Canvas:
- Name
- Date of Missed Course
- Reason for Missing Live Class Meeting
- Summary of Major Takeaways/Comments

Student Guidelines for Course Challenges
A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: First, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If, after meeting with *the faculty member teaching the course,* you are still unclear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

Accessibility/Students with Disabilities Information
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letters with their instructors and discuss their access needs as early as possible in the semester.

Course Evaluation
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 professionally and respectfully 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/.

Course-Level Objectives

Upon successful completion of this course, students will be able to:

1. Identify a personal brand niche. (CO:1)
2. Develop content to demonstrate your personal brand and thought leadership. (CO:2)
3. Produce brand content for specific subjects and interests. (CO:3)
4. Create content tailored for each social media platform. (CO:4)
5. Write content strategies. (CO:5)
6. Develop a full brand architecture. (CO:6)
7. Prepare written content for publication online. (CO:7)
8. Analyze strategies for social media content. (CO:8)

(CO = Course-Level Objective)

Textbooks and Materials

Required Course Textbook(s)
Clark, D. (2015) Stand Out: How to Find Your Breakthrough Idea and Building a Following Around it.

Portfolio Publishing
- ISBN-10: 9781491552117
- ISBN-13: 978-1491552117

Recommended Textbook(s)
This textbook is recommended in all CJC Online classes to support student expectations for writing style.

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).
- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

University and Course Grading Policies

University Honor Code
UF students are bound by The Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Conduct Code specifies the number of behaviors that violate this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Plagiarism
Plagiarism is unacceptable, especially in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, and submission of academic work that has been purchased or obtained (see the UF Policy: Student Conduct Violation). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one's own specific words from previously submitted assignments or published texts. Remember that plagiarism is unacceptable in any of your work,

including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It's important to always cite your sources in your assignments.

Deadlines:

Throughout the course, you'll want to make sure to closely keep track of all due dates. In general, the assignment due dates are as followed unless otherwise noted on Canvas.

Weekly Discussions - Original Post due Sundays @ 11:59 p.m.
Weekly Discussion Replies - Reply to 2 classmates by Wednesday @ 11:59 p.m.
Weekly Assignments - Due Sundays @ 11:59 p.m.
Final Project 1: Personal Website - Due @ by 11:59 pm on 12/7. Class Presentation on 12/6 at *6 p.m.*
Final Project 2: Social Media Style Guide - Due @ by 11:59 pm on 12/7.
Attendance & Participation - No submission

Grading Criterion

Your grade will be calculated based on the following:

Assignments/Assessments	Weight (%)
Course Orientation: These assignments are required; however, they do not count towards the final grade. • Student Introduction • Course Evaluation	0%
15 Discussions • Worth up to 25 points each.	27%
14 Assignments • Worth up to 40 points each.	41%
Final Project 1 – Personal Website • Worth up to 200 points.	15%
Final Project 2 – Style Guide • Worth up to 200 points.	15%
Attendance/Participation • Worth up to 25 points	2%
TOTAL	**100%**

Grade	Percentage
A	**92.5-100%**
A-	**89.5-92.4%**
B+	**86.5-89.4%**
B	**82.5-86.4%**
B-	**79.5-82.4%**
C+	**76.5-79.4%**

C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level. However, the grade points associated with these letter grades are included in grade point average calculations. See the Graduate Catalog and UF graduate school grading policy for more information.

Student Privacy
Federal laws protect your privacy regarding grades earned in courses and on individual assignments. For more information, please see the Notification to Students of FERPA Rights.

Technology Requirements

Software Use
All faculty, staff, and students at the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Software
- Microsoft Office 365.
- UF Apps – access UF software applications from any device from any location at any time.
- Adobe Reader
- Zoom

Content Creation
Students are expected to have a basic understanding of popular social media platforms including:
- Facebook
- Twitter
- Instagram
- LinkedIn
- TikTok
- Pinterest
- Threads

You will be required to use design programs throughout the semester to create content. Students will be able to select from a free resource or paid Adobe product depending on the project. This will allow students to customize their learning experience.

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.

Website Platform – Wix, Weebly, WordPress, SquareSpace, or a builder of your choice. You are not required to know HTML or how to code in this course, as many of these platforms offer intuitive templates that you will be able to edit. You also are not required to invest in a domain or hosting plan. You will be introduced to these platforms throughout the course but the one you choose to work with will be based on your comfort level. You may use the free versions of these platforms.

Technical Support

If you have technical difficulties with your course, don't hesitate to contact the UF Computing Help Desk by filling out an online request form or calling 352-392-4357 (HELP).

If your technical difficulties cause you to miss a due date, you must report the problem to the Help Desk and then email your instructor. Include the ticket number you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support
For all Technical assistance questions, please get in touch with the UF Computing Help Desk.
Phone: 352-392-HELP (4357)
Email: helpdesk@ufl.edu

Communication Policies

Student Expectations
Announcements
You are responsible for reading all announcements posted in the course each time you log in.

Email
You are responsible for reading all your course emails and responding promptly (within 24 hours).

Facebook Group
You are responsible for requesting access and participating in conversation within the Facebook Group.

Video Conferencing
You are responsible for attending course video conferencing meetings. If you cannot attend the video conferencing meeting, please advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations during these meetings.

Instructor Communications
Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. For course-related questions, please post on the Canvas FAQ discussion board. If you have questions of a personal nature, please email me directly.

Assignment Feedback Policy
I will provide feedback/grades on submitted assignments within two weeks of the due date. Some assignments may require a longer review period, which I will communicate to you if necessary.

Course Policies

Video Recording
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal, educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Privacy
If your course includes live synchronous meetings, the class sessions will all be recorded for students in the class to refer to and for enrolled students who cannot attend live. Students who participate with their camera engaged or utilized a profile image agree to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, keep your camera off and do not use a profile image. Likewise, students who unmute during class and participate agree to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. Please see UF's Information Technology policies for additional information.

Challenging Topics
In this course, we may cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar you can be. We encourage you to understand all concepts presented in class, but we know that what you personally believe is your choice. If you want to discuss anything regarding this, don't hesitate to contact me directly.

Commitment to Diversity

The College of Journalism and Communications embraces diversity as a shared responsibility among faculty, staff, and students and strives for tangible expressions of this responsibility. We are committed to fostering a safe, welcoming, and inclusive environment for individuals of all races, genders, nationalities, religions, sexual orientations, identities, and abilities to express their culture and perspectives through the art and science of journalism and communication.

Academic and Student Resources

Academic Resources

- E-learning Technical Support: Contact the UF Computing Help Desk at 352-392-4357 (HELP) or via e-mail at helpdesk@ufl.edu.

- Career Connection Center: Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

- Library Support: Various ways to receive assistance concerning using the libraries or finding resources.
  UF Library Services for Distance Students
  Ask a Librarian – chat with librarians online.
  CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhine@uflib.ufl.edu.

- Writing Studio: Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

Health and Wellness

- *U Matter, We Care:* If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-294-2273, or visit the website to refer or report a concern, and a team member will reach out to the student in distress.

- *Counseling and Wellness Center:* Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis and non-crisis services.

- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website.

- University Police Department: Visit the UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

- GatorWell Health Promotion Services: For prevention services focused on optimal well-being, including wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Student Fees and Service Entitlement

Student Fees

There are fees mandated by the state and one local fee that ALL students must pay per credit hour. Visit the University Bursar for up-to-date fee rates.

- Capital Improvement Trust Fund Fee
- Technology Fee
- Student Financial Aid Fee [not applicable for certificate programs]

Student services and entitlements
The student services that the distance student is entitled to are comparable to those of the resident student and should include the following:
- Eligibility for financial aid and financial aid advising [not applicable for certificate programs]
- Student complaints and concerns
- Student counseling and advising
- Student organizations
- Technology assistance

Week Number	Topic and Assignments
Course Schedule	
1	Defining Brand You, Discussion 1, Assignment 1: Online Presence Audit
2	You Have Influence, Discussion 2, Assignment 2: Niche Discovery
3	Your Brand on the Web, Discussion 3, Assignment 3: Website Plan
4	Clarifying Who You Are, Discussion 4, Assignment 4: Photoshoot Prep Deck
5	Your Brand Identity, Discussion 5, Assignment 5: Personal Mood Board
6	Creating Branded Content, Discussion 6, Assignment 6: Blog Post
7	Opportunity and Thought Leadership, Discussion 7, Assignment 7: Headshots + Company Ideas Due
8	Up Close & Personal Branding, Discussion 8, Assignment 8: YouTube Script
9	Social Media and IMC, Discussion 9, Assignment 9: SWOT Analysis
10	Creating a Brand Vision Architecture, Discussion 10, Assignment 10: BVA
11	Content Strategy: Part 1, Discussion 11, Assignment 11: Communications Strategy
12	Content Strategy: Part 2, Discussion 12, Assignment 12: Content Calendar
13	Social Media Style Guidelines, Discussion 13, Assignment 13: Content Themes
14	Social Media & Content Marketing, Discussion 14, Assignment 14: Dynamic Content
15	Becoming a Relatable Brand, Discussion 15
16	Final Projects + Presentations

The instructor reserves the right to adjust this syllabus as necessary.