

## Course Syllabus for ADV4323 Branding and Social Media

### Course Information

**Course:** ADV4323 Branding and Social Media

**Credits:** 03

**Meeting Time:** Distance Asynchronous-no live classes

**Course site:** Please see Canvas Dashboard

### Instructor

Robert (Bob) Hughes MA

[rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu)

970-368-2021

Online office hours: every Monday, 9am to 11am ET. Please email Professor Hughes to schedule a time and confirm the Zoom link.

- <https://ufl.zoom.us/j/96273005188?pwd=GJTBA07gWswjHgEx6a4ZdDB1ULe1F.1>

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

### How to Contact Me

Note—please use my [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) email address for all communication.

Email is the quickest way to get a message to me as it hits my phone, which I always have with me! Please include your class name in the subject line.

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

**IMPORTANT! Follow this syllabus ONLY for your class information. Print it out and check things off as completed. There may be information included here that is not fully explained/included on canvas pages!!!**

### Announcements

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

### Course Description

By the end of this course you will understand the basics of developing an Integrated Marketing Communication (IMC) plan, the role the social media marketing plan plays in the IMC, learn to develop a Social Media Marketing Plan with a focus on branding, and the impact of social media on a brand.

### Course Goals

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

1	Understand the landscape of social media in which marketers operate
2	Be able to use the most influential tools in social media marketing and branding
3	Develop brand strategies for social media marketing and communicate those strategies
4	Audit the competitive scope of social media activities for a brand
5	Assess the effectiveness of social media marketing strategies.
6	Explain why branding managers need to understand the behavior of consumer segments

### Course Design/Expectations

This course is asynchronous.

### Lectures

The recorded materials will help you to understand key concepts and assignments. These are reinforced in an online homework system and in written submissions.

**Please note: Follow only the syllabus for assignments, due dates and other relevant information. Some may have changed since the lectures were recorded.**

## Assignments

You will have regular assignments, and these will be the basis for your final grade.

### *Your Student Role Includes:*

- Completing the assignments by deadline
- Watching the class lectures
- Participating in ALL discussions and exercises
- Being innovative and entrepreneurial
- Communicating often with your professor
- Checking Announcements Tab VERY often
- **Being an effective team player for all the team assignments!!!**

### *My Instructor Role Includes:*

- Facilitating your classroom success in a diplomatic, courteous, and fun environment
- Reviewing, grading, and offering commentary on your assignments
- Evoking discussion and having fun doing it!
- Resolving any issues that arise with assignments and other course materials
- Communicating often with YOU

## *Assignments*

You will have written assignments and discussion questions due during our course. There will be recorded lectures and supplemental videos for your viewing and learning.

This is an Experiential Course. Group/Team work will be a key component of your learning and final grade. You will be assigned to a Group/Team for assignments during the semester. You are required to fill out and sign a team contract for this participation. You and your team will be expected to develop how you will all work together (meeting times, communication issues and methods, etc.) For course success you will be expected to be a strong team leader and player. I reserve the right to grade each team member individually based on each student's effort. **Your teamwork assessment will play a major role in your class final grade.**

**Please note: unless otherwise indicated, you are to use the Microsoft Office Suite to post your assignments. This could be Word, Excel or PowerPoint. Please do not post links to, for example, Google Docs, for your assignment submission. If you use Google Docs or Apple's Pages, please save your work as Microsoft Word for submission to Canvas. If you use anything other than Microsoft Office programs, your work will not be graded. UF provides you Microsoft Office for free, so please take advantage of that. (This does not apply to your Discussion submissions. Please use the Canvas platform for those assignments.)**

You are expected to be an engaged team member for this class. This engagement will be key to your successfully completing this class. To that end, your professor will randomly email you after select team assignments asking that you email the professor YOUR individual contributions to that module's team assignment. You will have a limited time period to do so, so check your UF email regularly. Again, this request or requests will be random during the semester and your prompt reply is expected. If you do not provide your individual contribution to that team assignment in the time frame requested your individual grade for that assignment will be a zero.

### **Homework**

In addition to your readings, you will have three kinds of homework, both individual and team:

First, under the Discussion tab for select modules you will find a discussion question. You should post a thoughtful response to this key topic question and **respond to at least two posts from your fellow students**. All responses should be placed in the "Discussion" section of your Canvas shell.

Second, you will write a Reflective Paper based on your class and team experiences. This is due in Module 15 and will take time to develop. Do not wait until the last minute to create this paper.

Third, there will be Team assignments: you will complete team assignments in select modules building a social media brand plan for an assigned brand. The final plan will be due in Module 14 and a PowerPoint presentation of the final plan due in Module 15.

### **Weekly Discussion Posts**

Discussion is an integral part of this course. You will be expected to read the assigned text chapter and accompanying readings and actively participate in weekly discussions through the "Discussions" tab in the Canvas e-learning site. You will be expected to demonstrate that you are thinking about the issues by asking questions, offering your own opinions and share justifications for those opinions, participating in class debate, posting comments and questions to the e-learning site and keeping your eyes and ears open for current events you can share during our discussions that may relate to class discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

### **Ownership Education**

As UF 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.

Too, in this Experiential Course effective teamwork is expected for your success. A part of team success is being able to work out any team issues on your own in conjunction with your other team members. You will be expected to work out these issues as a team, only reaching out to the instructor if a major impasse is encountered. Act as an agency owner and leader in this regard.

## Textbook and Technology Requirements

### **Textbook**

Social Media Marketing 5e  
Tuten and Solomon

Students: Please note that this course will be participating in the UF All Access program. Login at the following website and Opt-In to gain access to your required course materials -

<https://www.bsd.ufl.edu/G1CO/IPay1f/start.aspx?TASK=INCLUDED> – UF All Access will provide you with your required materials digitally at a reduced price and the ability to pay using your student account. This option will be available starting 1 week prior to the semester starting and ending 3 weeks after the first day of class. You will have the option of either an etext or hardcover textbook.

### **Technical Requirements**

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

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

## Course Policies

### **Attendance Policy**

This is an online asynchronously delivered course, attendance in the form of calling roll will not occur. Please see UF attendance policies at <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/> for more information.

### **Late Work and Make-up Policy**

You are expected to prepare and submit your assignments on a timely basis. Due dates are clearly laid out in this syllabus and in the attendant class calendar.

Deadlines are critical to this class as they will be in your professional career. All work is due on or before the due date. The class is open for working in advance if you know an upcoming due date will be an issue.

Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. ***Without a discussion with the professor in advance late work will NOT be accepted.***

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

Work turned in late will not be accepted except for extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline, please contact the instructor. Every day a project is late, you will lose a letter grade. No make-up options will be provided.

### **Late Posted Assignments**

*It is YOUR responsibility to meet our class assignment deadlines. **Should circumstances arise and you post an assignment after the due date, it is also YOUR responsibility to email me at [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) to let me know when you have posted your late assignment. I do not go back on a regular basis to look for late posted assignments. As noted, late assignments will not be accepted except for extreme emergencies unless we have discussed the reasons in advance and you have gotten my approval for the late work.***

### **Technical Issue Policy**

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

### **Emergency and Extenuating Circumstances Policy**

Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the [medical withdrawal or drop process](#).

**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.

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 [attendance policies section](#) of the online catalogue.

### **Coursework Submissions**

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

### **General Deadlines/Assignment Deadlines**

This class, like others, involves many deadlines. Here is a summary reminder.

- Weekly lectures on Monday
- Weekly homework on Friday
- Initial Discussion post on Thursday
- Discussion post classmate reply on Saturday
- Quizzes on Sunday
- Various team assignments on Sunday

### **Grading**

Grading parameters for the class projects are provided in the form of rubrics. These rubrics are detailed in this syllabus. Your work will be evaluated according to this distribution:

#### **INDIVIDUAL Assignments**

Weekly Discussions	100 points
Reflective Paper	100 points
Teammate assessments (2 per semester)	100 points

#### **TEAM ASSIGNMENTS**

Social Media Brand Plan Development	
Team Contract	10 points
Situation Analysis	20 points
SWOT Analysis	10 points
Goals and Objectives	10 points
Target Audience	10 points
Social Media Zones 1 and 2	10 points
Social Media Zones 3 and 4	10 points
Experience Strategy	10 points
Activation Plan	10 points

Measure and Monitor	10 points
Content and Content Calendar	30 points
Rough Draft	25 points
Final Plan	95 points
PowerPoint of Final Plan	40 points
<b>TOTAL</b>	<b>600 points (100%)</b>

And grades will be determined as follows

A	558-600 points	93-100%
A-	540-557 points	90-92%
B+	522-539 points	87-89%
B	498-521 points	83-86%
B-	480-497 points	80-82%
C+	462-479 points	77-79%
C	438-461 points	73-76%
C-	420-437 points	70-72%
D+	402-419 points	67-69%
D	360-401 points	60-66%
D-	342-359 points	57-59%
E	0-341 points	0-59%

Note: Rounding: I round when assigning grades.

## **Course Assignments**

### **Discussion Assignments**

During select weeks of the semester you will need to provide a thoughtful analysis of a topical issue. Each week you will also post a response to two student's post that you either agree or disagree with.

You will find each discussion topic under each respective week in the Canvas classroom.

Please keep these guidelines in mind as you create your weekly posts:

- 1) Your writing should be thoughtful, reflective, and focused. You should also attempt to be persuasive, by which I mean you should try to convince others, especially others who disagree with you, that you have a valid and credible perspective.
- 2) At a minimum, your discussion posts should average at least 250 words. You are strongly encouraged to document any facts you bring to bear in making your arguments. In general, when you provide factual information, it should be referenced.



- 3) At a minimum, your comments on the postings of others should run at least 150 words.
- 4) Your initial Discussion posts are due by Thursday at 11pm ET of each week of the class. Comments on the posts of two classmates are due by Saturday at 11pm ET. Late submissions will be penalized.

Personal attacks or disrespect towards others is inappropriate and will cost you points on the assignment. I will watch and determine if I feel a discussion is inappropriate if needed. Your goal should be to help the author of the post you are commenting on see another perspective.

### **Team Assignments**

There are team assignments in this course. Details are in Canvas.

### **Social Media Brand Plan and Plan Assignment**

There are two special projects due during our course. Both are team assignments. The goal for these assignments is to provide you an experiential team experience and your team will (1) develop a social media branding plan for a new Tesla all-electric crossover SUV and (2) develop a PowerPoint plan based on the social media plan.

You will be assigned a team for this semester-long work. The social media marketing plan is due in Week 14 and a PowerPoint plan (including speaker notes) for the plan is due in Week 15.

This will be a multi-week assignment. The goal of the plan is to build a full social media marketing plan for the introduction and provide content for first quarter of the Model C's market introduction. You will develop this plan in stages over several modules/weeks.

For the rough draft, simply assemble the various components you have been creating for your brand. Remember to edit your sections so that all flow to provide the reader with an easy to follow plan. Too, do not use any of the questions you are answering from the Table 4.2 outline as you developed each section.

Your team should research the information on the crossover SUV market, target audiences, previous and current social media plans for both Tesla and competitors and other appropriate brand information to complete your semester-long social media branding plan.

**You are expected to be an engaged team member for this class. This engagement will be key to your successfully completing this class. To that**

end, your professor will randomly email you after select team assignments asking that you email the professor YOUR individual contributions to that module's team assignment. You will have a limited time period to do so, so check your UF email regularly. Again, this request or requests will be random during the semester and your prompt reply is expected. If you do not provide your individual contribution to that team assignment in the time frame requested your individual grade for that assignment will be a zero.

Plan development steps (following the Tuten outline answering the attendant questions on Table 4.2, page 109 in the text):

Situation Analysis (M3)

SWOT Analysis (M4)

Plan Goals and Objectives (M5)

Target Audience Insight (M6)

Social Media Zones and Vehicles Part 1 (M7)

- Social Community
- Social Publishing

Social Media Zones and Vehicles Part 2. (M8)

- Social Entertainment
- Social Commerce

Social Experience Strategy (M9)

Activation Plan. (M10)

Manage and Measure. (M12)

Additionally, the team will create a first quarter (three-month) content calendar with appropriate posts for each social channel. (M14)

University Policies

### **Netiquette: Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Please read this netiquette guide](#)

[for online courses.](#)

**Class Demeanor:**

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

**Getting Help**

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://elearning.ufl.edu/>

Note: 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.

## ACADEMIC POLICIES & RESOURCES

**Academic Policies:**

- Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. [See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)

- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. [See the “Get Started With the DRC” webpage on the Disability Resource Center site.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.
- Information on current UF grading policies for assigning grade points. This may be achieved by including [a link to the University grades and grading policies.](#)
- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:
  1. The email they receive from GatorEvals
  2. Their Canvas course menu under GatorEvals
  3. The central portal at <https://my-uf1.bluera.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

- The University's Honesty Policy regarding cheating, plagiarism, etc.:

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 a number of behaviors that are in violation of this code and the possible sanctions. [See the UF Conduct Code website for more information.](#) If you have any questions or concerns, please consult with the instructor or TAs in this class.

- In-Class 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 education use, (2) in connection with a complaint to the university, or (3) as evidence in, or in 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 deliver by an 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 presentation 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 guest 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.

#### Academic Resources:

- E-learning technical support: Contact the [UF Computing Help Desk](#) at [352-392-4357](#) or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- [Career Connections Center](#): Reitz Union Suite 1300, [352-392-1601](#). Career assistance and counseling services.
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources. Call [866-281-6309](#) or email [ask@ufl.libanswers.com](mailto:ask@ufl.libanswers.com) for more information.
- [Academic Resources](#): 1317 Turlington Hall, Call [352-392-2010](#), or to make a private appointment: [352- 392-6420](#). Email contact: [teaching-center@ufl.edu](mailto:teaching-center@ufl.edu). General study skills and tutoring.
- [Writing Studio](#): Daytime (9:30am-3:30pm): 2215 Turlington Hall, [352-846-1138](#) | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- Academic Complaints: Office of the Ombuds; [Visit the Complaint Portal webpage for more information.](#)
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): [View the Student Complaint Procedure webpage for more information.](#)
- UF Student Success Initiative: Visit <https://studentsuccess.ufl.edu/> for resources that support your success as a UF student.

#### Campus Health and Wellness Resources:

- UF Whole Gator Resources: Visit <https://one.ufl.edu/whole-gator/discover> for resources that are designed to help you thrive physically, mentally, and emotionally at UF.

###End Syllabus ADV4323#####

