

ADV 6325 - Advertising and Social Media

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OFFICE HOURS: Video Conference Calls (via Skype) by appointment

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WHAT YOU WILL LEARN

The course teaches students to conceptualize, create, polish, and place effective advertisement executions in social media. Within the social media curriculum, this is the class that will allow students to flex their creative muscles. Through reviewing case studies, executing creative projects, and receiving regular feedback, students will gain a strong foundation for careers in the creative field (copywriter, art director) as well as help with other employment paths involving social media. Having an understanding of the process positively affects your ability to assess and advise those who are. Students will learn how to concept an ad campaign, as well as learn a basic understanding of how Photoshop works. Thus furthering their ability to sell products through social channels, and sell themselves to companies.

COURSE LEARNING OBJECTIVES

- A student will create a brand voice appropriate across social media platforms, such as Facebook, Twitter, Snapchat, Vine, Pinterest, Tumblr, and more.
- A student will create social media content for a variety of brands using several social media platforms. They will develop a social media creative portfolio suitable for presenting in employment interviews.
- A student will use Adobe Photoshop to create advertisement executions suitable for publication on social media platforms.
- A student will demonstrate he or she can use criteria that allow him or her to distinguish between successful and unsuccessful social media executions.
- A student will demonstrate they can professionally and effectively advise a client on the benefits and costs that advertising on social media brings to a brand.

SUMMARY OF COURSE DESIGN

Lectures: Keeping up with the web videos is integral to a fulfilling class experience.

Facebook Wall: Students are expected to complete the weekly assignment and participate with the rest of the class on the class Facebook page. You'll be invited to the private page after you friend request my profile (<https://www.facebook.com/jonathan.mueller.399>). Work is to also be simultaneously uploaded to Canvas for grading purposes.

Discussion Board: Students are expected to initiate discussions as well as contribute to other students' posts for each discussion board assignment. Responding to multiple posts is required to get full marks for each assignment.

Photoshop Lectures/Tutorials: Throughout the semester, students will learn or improve upon their skills using Adobe Photoshop through a tutorial video series as well as recorded demonstrations of myself creating examples of social media ads.

Photoshop Discussion Board: As a companion to the Photoshop tutorial lectures, students are expected to participate with the Photoshop discussion board by answering questions, posting links to tutorials they've found that apply to that week's subject matter, as well as website resources they've found useful while creating executions.

Class Projects: For each of the three class projects, students will create six executions for a specific brand using the social media outlets assigned. Projects will be shared with the class through Canvas. Brands must be submitted for approval before work begins.

Final Project: Students will take what they have learned throughout the class as well as their research of social/non-traditional media and create a campaign for a brand of their choosing. Again, the projects will be shared with the class through Canvas, and brands must be submitted for approval before work begins.

Creative Reviews: Throughout the semester, live sessions will take place using Adobe Connect. Each meeting will showcase examples of current student work to highlight what makes an effective piece of social media advertising. Students are welcome to attend but it's not mandatory as all sessions will be recorded and uploaded to Canvas. Feedback is one of the strongest tools in learning how to create better ads.

REQUIREMENTS

You must have a computer with the capabilities to access the World Wide Web.

You'll need Adobe Photoshop in order to follow along with the Photoshop portion of the class, as well as to create your work. Here is the link to the student version of Photoshop <http://www.adobe.com/creativecloud/buy/students.html>

USB key (at least 1GB)

** Work that is late or lost due to crashed hard drives will not be tolerated. Be sure to back up your files.

You'll also need a Facebook profile.

REQUIRED TEXTBOOKS

Current articles in leading journals pertaining to social media (adage.com, creativity-online.com, mashable.com, adweek.com/adfreak, and adverblog.com) will be assigned throughout the term.

Not required, but highly recommended:

Purple Cow by Seth Godin

Hey, Whipple, Squeeze This by Luke Sullivan

Cutting Edge Advertising by Jim Aitchison (Chapters 3, 5 and 8)

ASSIGNMENTS

All assignments are due by 10pm on the corresponding Friday

FACEBOOK WALL

For each module (starting with Module Two), students will be tasked with creating five status updates for an assigned brand and then posting them to the class Facebook wall. It's important to see and learn from what other classmates are doing. Also, learn from the feedback given not only to you, but to fellow students as well. Commenting on other students' postings is encouraged, but keep it constructive. Work is to also be simultaneously uploaded to Canvas for grading purposes.

Facebook posts (per module) are awarded points according to levels of success.

Facebook Post Grading Rubric

Total Points: 5

Grade	Grading Criteria for Facebook Posts
0	<ul style="list-style-type: none">• Failure to upload five posts on time.
1	<ul style="list-style-type: none">• Less than five posts uploaded on time.• Minimal effort used in creating something original with an appropriate brand voice. Posts lack variety.• Example: only uploaded three posts, each of which consist of a headline with no visual.
3	<ul style="list-style-type: none">• Five posts uploaded on time.• Some effort used in creating posts with appropriate brand voice, but lacks originality and/or variety.• Example: uploaded five posts, four consisting of status updates with clever hashtags, and one featuring a caption contest.
5	<ul style="list-style-type: none">• Completed task successfully and on time.• Clearly took the time to create five well-crafted posts with correct brand voice and engaging content. A variety of sharable executions display the many ways advertisers can use Facebook to create compelling communications.• Example: uploaded five posts, each one different from the next; a status update with hashtag, a photo contest, a visual with headline, a caption contest, etc.

DISCUSSION BOARD

For each discussion board assignment, students will be tasked with answering the proposed question, as well as participating in other classmate's discussions. Again, you will only receive full marks if you've participated with other discussion threads. Please allow enough time to make an initial post and allow time for commentary.

Discussion board assignments are awarded points according to level of involvement and insight.

Discussion Board Grading Rubric

Total Points: 3

Grade	Grading Criteria for online discussions
0	<ul style="list-style-type: none">· No involvement in discussion.
1	<ul style="list-style-type: none">· Minimal response to the module question.· Failure to comment on another student's discussion.
2	<ul style="list-style-type: none">· Basic knowledge of material without evidence of interpretation or analysis.· Minimal participation with the class. Failure to comment on more than one other student's discussion.
3	<ul style="list-style-type: none">· Excellent preparation with in depth interpretations and analysis of material, with reference to real-world examples.· The student offers in depth analysis, and synthesis of material. He/she contributes in a very significant way, responding very thoughtfully to other students' postings, and promoting cooperative argument-building.

PHOTOSHOP DISCUSSIONS

During the first six weeks of class, there will be Photoshop discussion assignments to accompany the tutorial lectures. Students will be asked to answer questions, post links to tutorials, or post links to compelling resources they've found that apply to that week's subject matter. This will be a valuable tool/resource to all students who want to further their skills in Photoshop.

Photoshop discussion assignments are awarded points according to level of involvement and insight.

Photoshop Discussion Grading Rubric

Total Points: 4

Grade	Grading Criteria for online discussions
0	· No involvement in discussion.
1	· Posted a singular tutorial link without explanation or further description.
2	· Posted two links with little to no explanation.
3	· Posted two links with copy that describes how the tutorial is beneficial.
4	· Posted three or more tutorials with further descriptor copy that explains exactly why the student found each tutorial helpful.

PROJECTS

What you learn in this class will be implemented in the creation of social media executions for four different brands. When choosing brands they must be known nationally and large enough to warrant advertising their products or services. All brands must be submitted for approval before work begins. I would recommend submitting your desired brand for Project 1 right away, and each additional choice at the conclusion of the project that precedes it.

Project 1

Twitter and Vine

You will be tasked with creating six ideas for a tech company of your choosing using the social platforms Twitter and Vine. Brand must be submitted for approval before work begins.

Project 2

Waze, Instagram, and Snapchat

You will be tasked with creating six ideas for a fast food chain of your choosing using the mobile apps Waze, Instagram, and Snapchat. Brand must be submitted for approval before work begins.

Project 3

Pinterest and Tumblr

For the third project, you'll be tasked with coming up with six ideas for a retailer of your choice using Pinterest and Tumblr. Brand must be submitted for approval before work begins.

Projects 1-3 are awarded points according to level of craft, creativity, originality and practicality. NOTE: Although the possible points for craft will remain the same for all three projects, progress in students' Photoshop capabilities will be taken into account from project to project in order to earn full points.

Project 1-3 Grading Rubric

Total Points: 80

	Exceeds Standards	Meets Standards	Approaching Standards	Below Standards	Score
Craft	Crafted excellently with obvious care and time put into presenting the ideas in a clear and interesting way.	Executions presented clearly with some extra details to help further explain and sell the idea.	Ideas presented clearly but with little to no effort.	Crafted very poorly with little to no time or thought put into creating a clear presentation of ideas.	
Grade	15	12	10	0-9	
Creativity/ Originality	Exceptional creativity. This idea is fantastic! It feels fresh, exciting, and would make most creatives jealous.	Admirable creativity. Idea feels new and exciting.	Acceptable creativity. Idea has been executed before, but is still a great idea.	Lacks creativity. Idea has been used a lot by many brands.	
Grade	35	28	24	0-23	
Applicable	Ideas have an obvious and appropriate voice that breathes life into the executions. The work could be implemented today and on the internet immediately.	Ideas are executable and have a clear and appropriate brand voice.	Ideas are executable but lack a clear and appropriate brand voice.	Ideas do not fit within the capability of the medium and/or lack a clear and appropriate brand voice.	
Grade	15	12	10	0-9	
Shareable	Ideas have an obvious and appropriate voice that breathes life into the	Ideas are executable and have a clear and appropriate brand voice.	Ideas are executable but lack a clear and appropriate brand voice.	Ideas do not fit within the capability of the medium and/or lack a	
Grade	15	12	10	0-9	

Final Project

Integrated Campaign

For your final project, you'll be tasked with creating a fully integrated campaign using different social media platforms for a brand of your choice (with approval). You'll be expected to come up with eighteen different executions using a range of web pages and applications such as: Facebook, Twitter, Waze, Pinterest, Instagram, Vine, Tumblr, and Snapchat. To receive full marks you must use social media platforms not covered in class.

Final Project is awarded points according to level of craft, creativity, originality, practicality, and diversity of platforms.

Final Project Grading Rubric

Total Points: 160

	Exceeds Standards	Meets Standards	Approaching Standards	Below Standards	Score
Craft	Crafted excellently with obvious care and time put into presenting the ideas in a clear and interesting way.	Executions presented clearly with some extra details to help further explain and sell the idea.	Ideas presented clearly but with little to no effort.	Crafted very poorly with little to no time or thought put into creating a clear presentation of ideas.	
Grade	25	20	17	0-16	
Creativity/Originality	Exceptional creativity. This idea is fantastic! It feels fresh, exciting, and would make most creatives jealous.	Admirable creativity. Idea feels new and exciting.	Acceptable creativity. Idea has been executed before, but is still a great idea.	Lacks creativity. Idea has been used a lot by many brands.	
Grade	65	52	45	0-44	

Applicable	Ideas have an obvious and appropriate voice that breathes life into the executions. The work could be implemented today and on the internet immediately.	Ideas are executable and have a clear and appropriate brand voice.	Ideas are executable but lack a clear and appropriate brand voice.	Ideas do not fit within the capability of the medium and/or lack a clear and appropriate brand voice.	
Grade	25	20	17	0-16	
Shareable	Ideas have an obvious and appropriate voice that breathes life into the	Ideas are executable and have a clear and appropriate brand voice.	Ideas are executable but lack a clear and appropriate brand voice.	Ideas do not fit within the capability of the medium and/or lack a	
Grade	25	20	17	0-16	
Diversity	Used a plethora of social media outlets (including more than one not covered in class) to create a creative and well-rounded integrated campaign.	Executions used a variety of social media outlets (including at least one not covered in class) to create a creative and well-rounded integrated campaign.	Used some different social media outlets to create a creative integrated campaign.	Executions lack variety, resulting in a one-dimensional campaign.	
Grade	20	16	14	0-13	

GRADING

Work will be evaluated according to this distribution:

Joining Facebook Page	5 points	1%
Facebook Assignments	55 points	11%
Discussion Board Assignments	36 points	7%
Photoshop Discussion Assignments	24 points	5%
Project 1	80 points	15%
Project 2	80 points	15%
Project 3	80 points	15%
Final Project	160 points	31%
Total	520 points	100%

Grades will be determined as follows:

A	483 – 520 points	93 – 100%
A-	468 – 482 points	90 – 92%
B+	452 – 467 points	87 – 89%
B	431 – 451 points	83 – 86%
B-	416 – 430 points	80 – 82%
C+	400 – 415 points	77 – 79%
C	379 – 399 points	73 – 76%
C-	364 – 378 points	70 – 72%
D+	348 – 363 points	67 – 69%
D	312 – 347 points	60 – 66%
D-	286 – 311 points	55 – 59%
E	0 – 280 points	0 – 54%

GRADING POLICY

General University policies regarding grading are found at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

POLICY ON LATE WORK

Submissions for all assignments posted after the weekly deadline (Fridays at 10pm) will receive zero points. Extensions for assignments will only be given on a case by case basis for extreme circumstances (i.e. documented family emergencies.) Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. If you anticipate not making a project deadline, you must email me at jon.mueller@ufl.edu prior to the due date.

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 catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

UF 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.

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>.

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/docs/NetiquetteGuideforOnlineCourses.pdf>

GETTING HELP:

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

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

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.

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

- Counseling and Wellness resources
- 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 visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

WEEKLY MODULE TOPICS

Week One: Introduction

OBJECTIVE: Familiarize yourself with the class syllabus and course requirements.

LECTURES: In this module we'll cover several subjects; an introduction to the class, social media platforms that will be covered, and brief history of advertising and what it means to create advertising in today's world.

READINGS/VIDEOS:

- The History of Advertising in 60 Seconds (<http://tinyurl.com/mb7sa57>)
- Sell & Spin: A History of Advertising (<http://tinyurl.com/lcfesq2>)

DISCUSSION BOARD ASSIGNMENT: Introduce yourself to the class and tell us what experience you have with advertising and social media.

ASSIGNMENT:

- Friend request my Facebook account so that you can be added to the class group (<https://www.facebook.com/jonathan.mueller.399>).

PHOTOSHOP DISCUSSION: How much experience with Photoshop and the other programs in the Adobe Suite do you have?

Week Two: Brand Voice

OBJECTIVE: Identify a brand's voice and discuss its relevance and effectiveness.

LECTURES: We'll talk about brand voice. Where does it come from and how do you know if it's the right one? We'll also discuss the weekly Facebook and Discussion Board Assignments in detail.

READINGS/VIDEOS:

- Ad Age: Why Brands Look Like People on Facebook (<http://tinyurl.com/lyamz88>)
- Marketing Land: 20 Great Social Media Voices (And How to Develop Your Own) (<http://tinyurl.com/bp5952g>)
- Skittles Commercials (<http://tinyurl.com/qjg4vkx>) (<http://tinyurl.com/lynmymq>)
- Grey Poupon Case Study (<http://tinyurl.com/kxfcc9k>)

DISCUSSION BOARD ASSIGNMENT: Give an example of a brand voice you find good or bad and explain why.

ASSIGNMENT:

- Create five status updates for Grey Poupon on the class Facebook page.

PHOTOSHOP LECTURES/TUTORIALS: I'll create several examples of Facebook executions using Adobe Connect to showcase exactly what steps are taken in the process.

- Intro to Photoshop (<https://www.youtube.com/watch?v=OFgTrMxV61w>)
- Photoshop Brushes (<https://www.youtube.com/watch?v=PBxZ1gyFQgo>)
- Photoshop Tools (<https://www.youtube.com/watch?v=DJ6lIXnBV-o>)

PHOTOSHOP DISCUSSION: Share three Photoshop tutorials you found helpful, relating to Photoshop for beginners.

Week Three: Creative Process

OBJECTIVE: Be able to critique an advertisement and provide feedback that would improve the concept and in turn be able to create an ad yourself.

LECTURE: Learn about creativity and the creative process. We've all been exposed to advertising our entire life, now is the time to take what we've seen and use that to create something new.

READINGS/VIDEOS:

- AdWeek: Genius or Process? How Top Creative Directors Come Up With Great Ideas (<http://tinyurl.com/ojqb2as>)
- The Idea Catchers (<http://tinyurl.com/kukhyuw>)
- Creative Process Illustrated: Benjamin Palmer (<http://tinyurl.com/otyhogr>)
- Creative Process Illustrated: TippEx's Hunter Shoots a Bear campaign (<http://tinyurl.com/ob7qx8u>)
- Sir John Hegarty: What makes great ideas? (<http://tinyurl.com/k5u84gn>)
- Jonathan Cude, Chief Creative Officer, McKinney Advertising on creativity (<http://tinyurl.com/gen2awv>)

DISCUSSION BOARD ASSIGNMENT: Using the Facebook Grading Rubric as a guide, what feedback and grade would you give a student that turned in this post? (See Lecture for post)

ASSIGNMENT:

- Create five status updates for HBO on the class Facebook page.

PHOTOSHOP LECTURES/TUTORIALS:

- Photoshop Selections (<https://www.youtube.com/watch?v=VJRYP0wadYw>)
- Photoshop Layers (<https://www.youtube.com/watch?v=eNui8IOFPlw>)
- Photoshop Tutorial: How to remove a background in Photoshop (<http://tinyurl.com/o6eptso>)
- Photoshop Tutorial: Hair masking - how to cut out hair in Photoshop (<http://tinyurl.com/nuf4ko2>)
- Photoshop Resource: Subtle Patterns is a great source for lower-res patterns (<http://subtlepatterns.com/>)

PHOTOSHOP DISCUSSION: Photoshop Discussion: Share three Photoshop tutorials you found helpful, relating to Layers.

CREATIVE REVIEW: A creative review will take place on Thursday at 8PM to discuss students' Facebook executions.

Week Four: 140 Characters & 7 Seconds

OBJECTIVE: Develop a social media campaign using Twitter and Vine.

LECTURES: This lecture will cover the many ways advertisers are using Twitter and Vine in order to create creative executions. Specifically, we'll look at how Oreos has been using Vine to

create new and refreshing content. A more in-depth coverage of Project 1 will also be included in this week's module.

READINGS/VIDEOS:

- Business Insider: The 50 Best Brands To Follow On Twitter (<http://tinyurl.com/m3qnnmy>)
- Mashable: 20 Funny Tweets Your Brand Should Take Seriously (<http://tinyurl.com/pr9p2mm>)
- Fast Company: 6 of the Best, Boldest Uses of Vine in Marketing (<http://tinyurl.com/m76nhev>)
- AdWeek: Is This the World's Chattiest, Cattiest Corporate Twitter Account? (<http://tinyurl.com/onxpngb>)
- Mashable: 15 Brands Kicking Butt on Vine (<http://tinyurl.com/k55bjm6>)
- Oreo's Vine Page (<https://vine.co/Oreo>)
- Airbnb Case Study (<http://tinyurl.com/plk6nnk>)
- Water is Life Case Study (<http://tinyurl.com/pyl9ubj>)
- Lowe's Case Study (<http://tinyurl.com/lavmrjm>)

DISCUSSION BOARD ASSIGNMENT: What's a wrong way for a brand to use Twitter?

ASSIGNMENTS:

- Create six ideas for a tech company using Twitter and Vine.
- Create five status updates for Skittles on the class Facebook page.

PHOTOSHOP LECTURES/TUTORIALS: I'll create an example of both a twitter and Vine execution using Adobe Connect to showcase exactly what steps are taken in the process.

- Photoshop Transformations and Fills (<https://www.youtube.com/watch?v=U8EGPUdqrtE>)
- Photoshop Pen Tool and Paths (<https://www.youtube.com/watch?v=SxSPrHvr13E>)

PHOTOSHOP DISCUSSION: Share three Photoshop tutorials you found helpful, relating to image manipulation.

Week Five: Constant Vigilance

OBJECTIVE: Discuss the concept of time in relation to social media advertising.

LECTURE: This lecture will talk about real time advertising and how it applies especially to the world of social media.

READINGS/VIDEOS:

- Forbes: Real-Time Advertising Has Arrived, Thanks to Oreo And The Super Bowl (<http://tinyurl.com/kf9rmgb>)
- AdWeek: 8 Types of Real-Time Marketing and the Brands That Got It Right (make sure to click on the link "See Success Stories..." at the bottom of the article to continue.) (<http://tinyurl.com/nm5fpux>)
- Super Bowl Social Lessons: A 5-Step Guide to Creating Better Real-time Event Marketing (<http://tinyurl.com/mek2jct>)
- Adweek: Brands All Use This Same Tired Joke on Twitter and It Needs to Stop (<http://tinyurl.com/q9dd3sq>)
- AdWeek: Does Real-Time Marketing Work? (<http://tinyurl.com/q2yhng5>)
- Oreo Case Study (<http://tinyurl.com/n35onll>)

DISCUSSION BOARD ASSIGNMENT: Do the rewards outweigh the risks when it comes to real-time advertising?

ASSIGNMENT:

- Create five status updates for State Farm on the class Facebook page.

PHOTOSHOP LECTURES/TUTORIALS:

- Photoshop Image Adjustments and Filters (<https://www.youtube.com/watch?v=IOZqR9ARUvY>)
- Photoshop Text (<https://www.youtube.com/watch?v=FZGuVySOM0Q>)

PHOTOSHOP DISCUSSION: Share three Photoshop tutorials you found helpful, relating to typography.

Week Six: Social Gone Mobile

OBJECTIVE: Develop a social media campaign using the mobile apps Snapchat, Waze and Instagram.

LECTURES: The first lecture will cover the many ways advertisers are using Snapchat, Waze and Instagram in order to create creative executions. Additional lectures will cover how Nike used Instagram to create a new experience and a more in-depth explanation of Project 2.

READINGS/VIDEOS:

- AdWeek: Foursquare's Crowley: Our Users Are Real-World Google Crawlers (<http://tinyurl.com/k3v9q6p>)
- SayDaily: What are Brands Doing on Waze? (<http://tinyurl.com/pkz2dgo>)
- Digiday: Google's newest secret weapon for local ads (<http://tinyurl.com/md7nxcv>)
- Mashable: How Fortune 500 Companies Use Instagram to Build Their Brands (<http://tinyurl.com/n742497>)
- iMPact: How 4 Brands Are Using Snapchat to Increase Personal Connections (<http://tinyurl.com/qymgufa>)
- Marketing Land: A Marketer's Guide to Snapchat & How Brands Can Build Followers Through "Stories" (<http://tinyurl.com/nwdx927>)
- PDF: Unfiltered Guide to Instagram for Brands
- Nike PHOTOiD Case Study (<http://tinyurl.com/l38vxte>)
- GE Case Study (<http://vimeo.com/58489162>)

DISCUSSION BOARD ASSIGNMENT: What would be some benefits of using Vine over Instagram?

ASSIGNMENTS:

- Create six ideas for a fast food chain using Waze, Instagram, and Snapchat.
- Create five status updates for Revlon on the class Facebook page.

PHOTOSHOP LECTURES/TUTORIALS: In this week's lecture I'll be making several executions for the mobile apps Waze and Snapchat.

- Photoshop Resource: teehan+lax is a great source for iPhone assets (<http://www.teehanlax.com/tools/iphone/>)
- Photoshop Resource: Dafont (<http://www.dafont.com/>)
- Photoshop Resource: Lost Type (<http://losttype.com/>)
- Photoshop Resource: Vecteezy for free vector art (<http://www.vecteezy.com/>)

- Photoshop Resource: Brands of the World for logos (<http://www.brandsoftheworld.com/>)

PHOTOSHOP DISCUSSION ASSIGNMENT: Photoshop Discussion: Share three websites you found to be a helpful resource when comping ideas.

CREATIVE REVIEW: A creative review will take place on Thursday at 8PM to discuss what was working and what was not from students' Project 1.

Week Seven: Participation Threshold

OBJECTIVE: Differentiate between an effective and non-effective advertisement through social media.

LECTURES: This lecture will cover how much time and energy you can ask of a consumer before you get diminishing return on your investment. There is also a lecture where we look at how Twitter can be used to say a lot more than 140 characters.

READINGS/VIDEOS:

- Visual.ly: The Simple Science of Facebook Engagement (<http://tinyurl.com/mm4tb5r>)
- socialmediatoday: Why Your Social Media Marketing Campaign Can Fail Right from the Start (<http://tinyurl.com/q94eja4>)
- iMPact: Are You Posting Too Much on Social Media? (<http://tinyurl.com/njarqtz>)
- BufferSocial: The Complete Guide to Growing Your Organic Facebook Reach (<http://tinyurl.com/l7w2m7f>)
- Salesforce: The 30 Most Brilliant Social Media Campaigns of 2014 (So Far) (<http://tinyurl.com/mzdllrg5>)
- Social Media Fails (<http://tinyurl.com/ovxwo5w>)
- Surrender Your Say Case Study (<http://tinyurl.com/qzshclg>)

ASSIGNMENT:

- Create five status updates for Tide on the class Facebook page.

DISCUSSION BOARD ASSIGNMENT: Compare an ad that you would participate with to one you would not and why.

Week Eight: Pin & Post It

OBJECTIVE: Develop a social media campaign using the websites Pinterest and tumblr.

LECTURES: These lectures will cover the many ways advertisers are using Pinterest and tumblr in order to create creative executions. We'll also look at how a late night breakfast hangout used tumblr to create a voice unique to the platform and its audience and a more detailed explanation of Project 3.

READINGS/VIDEOS:

- OMI: 5 Brands Using Pinterest Right and How to Learn from Them (<http://tinyurl.com/mdkx72o>)
- Mashable: 15 Brands Rocking Tumblr (<http://tinyurl.com/qgaqm3d>)
- PDF: tumblr. Best Practices for Your Brand
- Denny's Tumblr (<http://blog.dennys.com/>)

- Kotex Case Study (<http://tinyurl.com/opd6km6>)

ASSIGNMENTS:

- Create six ideas for a retailer using Pinterest and Tumblr.
- Create five status updates for McDonald's on the class Facebook page.

DISCUSSION BOARD ASSIGNMENT: What do you think makes Pinterest skew towards a female audience, and how would you change the platform to make it more universally appealing?

PHOTOSHOP LECTURE/TUTORIAL: I'll create several tumblr executions as well as a Pinterest example using Adobe Connect to showcase exactly how I personally use Photoshop.

CREATIVE REVIEW: A creative review will take place on Thursday at 8PM to discuss work from Project 2.

Week Nine: The Early Bird

OBJECTIVE: Explain the importance of being first in advertising.

LECTURE: This lecture will cover the idea of time and how it relates to an advertising campaign. Is it more important to be first to a new platform, or the most creative on an older one?

READINGS/VIDEOS:

- Ad Age: 10 Early-Adopter Brands That Are First to Try New Technology (<http://tinyurl.com/kcx43cl>)
- The Wall: Brands are becoming stagnant in their approaches to social media (Make sure to read the comments at the bottom of the article.) (<http://tinyurl.com/m595zhc>)
- Burger King Chatroulette Case Study (<http://vimeo.com/16593371>)
- Burger King Whopper Sacrifice Case Study (<http://tinyurl.com/qzztndl>)
- Allstate Case Study (www.youtube.com/watch?v=LOsH0-ySUyg)

ASSIGNMENT:

- Create five status updates for Nike on the class Facebook page.

DISCUSSION BOARD ASSIGNMENT: Give an example of a social platform that hasn't been covered in class, and how it might be used by brands to advertise.

Week Ten: Social and Traditional

OBJECTIVE: Develop an integrated advertising campaign using different social media outlets.

LECTURES: This lecture will cover how social media and traditional advertising have come together in today's market. We'll also be covering the details on your final project and taking a closer look at an amazing social campaign out of Australia.

READINGS/VIDEOS:

BuzzFeed: Gap Will Test Twitter Ad Power With First TV Campaign In Four Years (<http://tinyurl.com/nlaydc8>)

AdAge: A Teaching Moment: Professors Evaluate Pepsi Refresh Project (<http://tinyurl.com/nl9wlvb>)

2020 Vision: A Creative Perspective with Dan Wieden (<http://tinyurl.com/nhf7qku>)
AdWeek: How Lay's is Adding More Social Zest to it's Popular Flavor-Creation Campaign (<http://tinyurl.com/pdcsej7>)
Old Spice Case Study (<http://tinyurl.com/nov272v>)
Snickers Case Study (<http://tinyurl.com/p2b35jj>)
Pepsi Refresh Project Case Study (<http://vimeo.com/60972357>)
Melbourne Remote Control Tourist Case Study (www.youtube.com/watch?v=rg74NzJIGp0)

ASSIGNMENTS:

- Create 18 executions using a range of social media platforms to advertise a brand of your choosing.
- Create five status updates for Volkswagen on the class Facebook page.

DISCUSSION BOARD ASSIGNMENT: What are your thoughts on the Pepsi Refresh Project? Was it a good use of marketing dollars or would a Super Bowl commercial have been better?

PHOTOSHOP LECTURE/TUTORIAL/CREATIVE REVIEW: An Adobe Connect meeting will take place on Thursday at 8PM. It will be an AMA of sorts. Please send any questions you might have regarding Photoshop or the class in general and we'll spend some time together going over them. I'll also be going over the work from Project 3.

Week Eleven: Transparency

OBJECTIVE: Advise a client on the social responsibility that comes with advertising through social media.

LECTURES: This lecture will discuss how the current age of transparency affects clients wanting to advertise through social media. We'll also be looking at how McDonald's built an entire campaign on the idea of transparency.

READINGS/VIDEOS:

- Ad Age: Keeping Your Reputation Out of the Jaws of Social Media (<http://tinyurl.com/q2oswvf>)
- CKSyme: From Crisis 1.0 to Crisis 2.0 - The Need for Social Media Responsible Use Training (<http://tinyurl.com/mhjfxwd>)
- socialmediatoday: Is It Time to Purge the Word Transparency from Social Media Crisis Strategy? (<http://tinyurl.com/pn27r5r>)
- Gizmodo: Meet Leroy Stick, The Man Behind @BPGlobalIPR (<http://tinyurl.com/398yjjt>)
- Our Food Your Questions. (<http://yourquestions.mcdonalds.ca/>)
- Domino's Pizza Turnaround Case Study (<http://tinyurl.com/yh34mn4>)
- Domino's Show Us Your Pizza Case Study (<http://tinyurl.com/qaf7w2o>)

ASSIGNMENT:

- Create five status updates for Macy's on the class Facebook page.

DISCUSSION BOARD ASSIGNMENT: If AT&T was your client, how would you have handled the 9-11 post?

Week Twelve: 9 Gorillas

OBJECTIVE: Evaluate the concepts put forth by Alex Bogusky on corporations and their responsibilities.

LECTURE: This lecture will consist of Alex Bogusky's (former ECD of Crispin Porter + Bogusky) presentation on what he calls the 9 Gorillas, or the nine things that have changed in today's corporate world and how they affect advertising.

READINGS/VIDEOS:

- AdWeek: For Brands, 2015 Is Shaping Up to Be the Year of Positivity (<http://tinyurl.com/mwp8z76>)
- 9 Gorillas by Alex Bogusky (<https://vimeo.com/37389071>)

ASSIGNMENT:

- Create five status updates for Sony on the class Facebook page.

DISCUSSION BOARD ASSIGNMENT: Which of the 9 Gorillas do you think is the most important to the future of advertising and why?