

# ADV 6325 - Advertising and Social Media

**INSTRUCTOR:** Jonathan Mueller

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

**SKYPE PROFILE:** truest2264

## WHAT YOU WILL LEARN

By the end of the course you will be able to concept, write, and maintain a social advertising campaign for a variety of clients. Through case studies, you'll be able to distinguish between a successful and an unsuccessful social media campaign. Finally, you'll learn about transparency, and how to advise a client on the risks of advertising through social media channels.

## EXPECTATIONS

**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 be simultaneously uploaded to Sakai 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.

**Three Class Projects:** Students will create executions for a specific brand using a variety of social media outlets. 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 come up with an integrated campaign for a brand of their choosing. Again, brands must be submitted for approval before work begins.

## REQUIREMENTS

You must have a computer with the capabilities to access the World Wide Web. You'll need either the Adobe Suite or Microsoft Word and access to a scanner in order to create a presentation for each project. You also need a Facebook profile.

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.

## 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)

## **COURSE EVALUATION**

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>

**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, 392-1261**.

## **DISABILITY AWARENESS**

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.

University counseling services and mental health services:

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

## **ASSIGNMENTS**

All assignments are due by 10pm on the corresponding Friday (See Due Dates Document).

## **FACEBOOK WALL**

For each module (starting with Module Two), students will be tasked with writing five status updates for an assigned brand and then posting them to the class Facebook wall. Commenting on other students' postings is encouraged, but keep it constructive.

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

## **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. (See Rubric)

## **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.

Projects 1-3 are awarded points according to level of craft, creativity, originality and practicality. (See Rubric)

### **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**

Foursquare, Instagram, and Snapchat

You will be tasked with creating six ideas for a fast food chain of your choosing using the mobile apps Foursquare, 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.

### **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, Foursquare, 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. (See Rubric)

## GRADING

Work will be evaluated according to this distribution:

Joining Facebook Page	5 points	1%
Facebook Assignments	55 points	11%
Discussion Board Assignments	60 points	12%
Project 1	80 points	15%
Project 2	80 points	15%
Project 3	80 points	15%
Final Project	160 points	31%
<b>Total</b>	<b>520 points</b>	<b>100%</b>

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

Facebook status updates and discussion comments posted after the weekly deadline (Fridays at 10pm) will receive zero points, regardless of reason why. Projects turned in late will not be accepted except for extreme circumstances (i.e. documented family emergencies.) If you anticipate not making a project deadline, you must email me at [jon.mueller@ufl.edu](mailto:jon.mueller@ufl.edu) prior to the due date.