

UNIVERSITY OF FLORIDA  
COLLEGE OF JOURNALISM AND COMMUNICATIONS  
**MAMC Social Media -- CAPSTONE**  
MMC 6936 Fall 2014

Instructor: Michele Joel

Instructor Contact:

- Email: [michelejoel@ufl.edu](mailto:michelejoel@ufl.edu) (Subject: CAPSTONE)
- Text: 917-324-0474
- LinkedIn: [www.linkedin.com/in/mjoel](http://www.linkedin.com/in/mjoel)
- Facebook: <https://www.facebook.com/michele.s.joel>

Office Hours: Online and By Appointment

Class Meets: Online

### **COURSE DESCRIPTION**

The aim of the Social Media Capstone course is to prepare students to master the elements of a social media campaign using principles and strategies of public relations, advertising, and branding. The Capstone is one of the final academic opportunities for you, the student, to apply your accumulated knowledge and skills and to further prepare you to excel in a professional setting.

The course is designed from a professional perspective and makes use of extensive real-life situations and examples. You will apply your social media skills to an existing marketing and branding challenge and/or opportunity identified by a company or organization of your choosing.

Working individually and with feedback from your peers, and your instructor, you will identify, research, and analyze a real communication issue or opportunity and then plan an appropriate response. You will build this social media campaign throughout the semester, completing various assignments, meeting deadlines and refining your plan. Near the end of the semester, you will have a well-researched, insightful and creative plan and implemented content that illustrates how social media will lead to positive outcomes for your "client." Finally, you will present your campaign to your instructor in an online presentation via Skype/Google Hangout or webinar of your choice.

This is a demanding but exciting and intellectually rewarding opportunity to apply social media skills and knowledge you have acquired throughout your coursework, during internships, and/or in professional positions. Although the primary course focus is on creating a comprehensive communication campaign, there will be class assignments and discussions to evaluate your knowledge of specific concepts relevant to social media marketing and branding.

This course is conducted entirely online. This format mirrors how professional, global public relations, branding, and advertising teams increasingly are assembled across geographies and time zones, countries and cultures, working together using digital and online technologies.

The course is centered on you and your learning needs. This course requires graduate-level thinking, analytical skills and maturity. The Capstone is "learning in action." Done well, your campaign will become an important credential to share with your client as well as current or prospective employers. The instructor will respond to e-mail usually within one or two working days.

## **OBJECTIVES**

Working individually and in collaboration with others, students will complete a graduate-level project which demonstrates their ability to integrate the knowledge and skills acquired from the UF Master of Arts in Mass Communication – Social Media program and other coursework. The Capstone project is designed to enable students to demonstrate skills in research and analysis, strategic thinking, effective writing and oral communication across multiple channels and for multiple audiences worldwide. Students will apply their learning to a client-oriented project on a topic of interest and produce a campaign plan and a presentation of that plan.

1. Effectively apply strategic and creative communication skills to complex challenges and opportunities.
2. Demonstrate the use and value of research and analysis in responding to potential or emerging communication problems and opportunities using social media.
3. Assemble and present a fully integrated communications plan that reflects strategic thinking, industry best practices, trends and tools.
4. Work effectively virtually, individually and in collaboration with other people, demonstrating professional communication skills, creativity and originality, accountability, balancing leadership with teamwork and cooperative behaviors.
5. Reveal a commitment to personal and professional ethics.

## **PREREQUISITES**

Enrollment in the online Master of Arts in Mass Communication – Social Media program and satisfactory completion of coursework to-date.

## **COURSE WORK**

### **Lectures in Adobe Connect:**

Each week (for 12 weeks) you will view a lecture via Adobe Connect. These lecture topics will help you throughout your project as points of reference and real-world experience/best practices. Additionally, you will view professionals answer questions and discuss the social media industry from their various viewpoints (client, agency, or consultant).

### **Discussions in e-Learning (Value 10%):**

There will be a total of 10 Readings and discussion topics for each reading. For each reading, please label your discussion submission for each module with your name as the title (example below). You will be able to accomplish the discussions all at once, or on a weekly basis, however your schedule permits before the end of the course. The quality of your responses is more important than quantity. Your posts should be your interpretation of material and draw upon the reading, lectures, your own knowledge, current events and other resources of your choice.

*Example:*

Subject: Michele Joel's Module 1 Discussion

1. Answer
2. Answer
3. Answer

Discussion Topics:

**Module 1** Reputation and the Corporate Brand

**Module 2** Effects of Social Media and Sales

**Module 3** Social Media ROI

**Module 4** Using Social Media for B2B

**Module 5** Smart Social Media Brands

**Module 6** Gap’s Social Media Response

**Module 7** Developing Trust and Relationships in the Supply Chain using Social Media

**Module 8** Social Media as a Strategic Tool

**Module 9** Social Media Metrics and Social Media Metric Tools

**Module 10** Should You Follow These Companies’ Social Media?

You are required to use appropriate citations for any materials which support your discussion responses.

**Peer Reviews (Value 5%):**

You will provide feedback to three of your peers on e-Learning. Michele will assign the peers you will be reviewing. Due to the size of the class, peer repetition may occur. Beginning with your Client and Topic Proposal, you are required to share certain specific assignments with at least one student in the MMC 6936 Capstone course. In turn, your fellow student is required to respond with feedback and suggestions to sharpen the focus of your work and improve the quality of various elements of your campaign.

Discuss with your peer, your opinion on the following observations of their campaign project:

1. Presence: creating and managing the intimacy, leadership and immediacy of the content
2. Relationships: managing the structural flow to build a network of connections
3. Reputation: responding and building brand leadership
4. Conversations: building velocity and timing patterns
5. Branding: building positive branding and leveraging creative opportunities for differentiation

<b><u>Peer Assigned:</u></b>	Module 5	Module 7	Module 9
<b><u>Review Due:</u></b>	Module 6	Module 8	Module 10

**Social Media Campaign:**

This online Capstone course requires individual self-direction. It will be essential you remain disciplined and on task. Establish a research plan, a project timeline and be vigilant about sticking to the schedule and deadlines. With class interaction through online discussions, you will primarily be independent with support and advice from your instructor, and with the expectation for peer feedback, comments and suggestions to aid in the learning process. Your instructor’s role is as academic facilitator and professional advisor, helping you define the scope and nature of your project, helping you identify appropriate methods, recommending areas for improvement and evaluating outputs and outcomes.

Keep in mind that the time frame for completing your project **is short**. Procrastination and poor communication with your instructor will delay progress on your campaign project. It is your responsibility to stay on course by meeting deadlines, following your research plan and scope of work, and seeking advice on challenges you confront as soon as possible.

Working individually, you will identify, research, and analyze a real communication issue or opportunity and plan an appropriate, well-researched, insightful and creative plan and implementation this live social media campaign that illustrates how social media will lead to positive outcomes. Finally, you will “pitch” your campaign proposal in a virtual presentation to the instructor the final week of class (Module 12).

## **Module 1:**

### **Client and Topic Proposal Due (Value 5%)**

Prior to the first week of class, each student is expected to identify a Capstone client and topic (or one will be provided). Students are encouraged to consider the following criteria:

- a. Would you consider the client organization for future employment?
- b. Could you, and would you want to network with the identified company or organization?
- c. Are you personally interested in the topic, and are you passionate about the client organization's mission and the challenges/opportunities it is facing?

Propose your client organization and unique campaign topic in 800 words. Identify the organization and succinctly describe the communication challenge, issue, or opportunity that can benefit from a comprehensive social media campaign. Also identify how and where you intend to obtain information and data; whether or not you have a contact in the client organization, and whether you have an existing relationship with the organization. Campaign topics cannot be duplicated or repeated by more than one student in the class this semester. Your Capstone client and topic must be approved by the instructor.

Here are a few additional guidelines for your choice of client and their communication challenge:

- Ideally, though not required for this course, your Capstone client should be willing to provide you access to a key person within their organization who is willing to provide information and organizational materials, and be able to participate in the identification of the communication challenges/opportunities and overall campaign objective.
- The communication challenge or opportunity should be relevant to the business goal of the company/organization, attainable and measurable, current and sufficiently complicated to encourage multiple, creative communication strategies and tactics.
- The scope of the proposed Capstone project must allow one person, working individually, to complete the project in 12 weeks. For example, creating an awareness campaign to achieve peace in the Middle East or stop global warming are out-of-scope for this Capstone. Generally, challenges, issues and opportunities that would be encountered in a specific company or organization are preferable.
- The campaign should be of significance and practical use to a client organization.
- Proposed execution of the communication campaign cannot exceed 6 months in duration.
- You must complete the Capstone project within the semester, including preparing your written plan and presenting your Skype/Google Hangout/Webinair presentation.

## **Module 2:**

### **Scope of Work Assessment Due (Value 5 %)**

View this as an external document you would give to your client. As project manager, each student will define project scope; in other words, the work that needs to be done for a client. The scope assessment identifies goals, which need to be met to achieve positive outcomes.

Steps that define the scope of a project may include:

- Project objectives and specific goals
- Social media platforms using
- Content frequency and rationale
- Estimated hypothetical advertising budget per month
- Promotional timing
- Intended outcomes
- Resources required

Also, this scope assessment should clarify limitations or parameters of the project and clearly identify any aspects that are not to be included. In specifying what will and will not be included, the project scope makes clear to the client what products or services will be delivered.

### **Situation Analysis Due (Value 5 %)**

View this as an internal document you would give to your social media staff. You are required to write an analysis describing the set of circumstances, the problem or opportunities your client's organization is facing. This analysis should be a clear statement of the situation to be addressed in your campaign. The situation analysis makes it possible to develop hypotheses about causes of and solutions to a problem. Through research and analysis, the student should gain an understanding of relevant publics-- the various competitive, regulatory, political or social environments in which a client organization operates. The analysis can identify business and organizational opportunities as well as challenges to solving the problem. The situation analysis also cues a need for additional research or information needed in order to develop a successful campaign plan.

### **Module 3:**

#### **Communication Plan Outline Due (Value 15%)**

Students will submit a comprehensive outline of the approach to a client's social media challenge or opportunity. The outline will incorporate and convey information ranging from research findings and background of the plan through to situation analysis, strategies, tactics, advertising targeting and major messaging (evergreen content/promotional content). The outline should incorporate insights obtained about the client's situation. The outline should incorporate desired outcomes. When written and assembled well, the Communication Plan Outline will highlight and support recommendations and the content you are developing. The completed outline should itemize all information necessary to prepare a narrative campaign plan in your next assignment in Module 4.

#### Evergreen content

Students will submit a month's worth of content including demographic targeting for each social media platform you are implementing for your client. Evaluation will be placed on creativity, thought leadership, innovation, engagement and appropriate targeting plans.

#### Promotional content

If and when appropriate for the client, what type of promotion will be included in the Communication Plan. How will it be launched, advertised, facilitated, and awarded. State the purpose and desired outcome.

### **Module 4:**

#### **Narrative Campaign Plan DRAFT Due**

Use your comprehensive campaign outline and feedback you receive to prepare and write a narrative social media campaign plan that directly reflects the research findings, situation analysis, scope and campaign outline. This draft of your narrative campaign is a comprehensive, client-ready proposal of the work to be performed and the outcomes you expect to achieve. Your plan's content should be representative of current trends, competitive landscape, technologies and social media tools. The plan should demonstrate professional and academic knowledge that balances strategy and creativity, effort and outcomes.

### **Module 5:**

#### **Campaign Budget & Financial Plan Due (Value 5%)**

Your campaign plan/proposal must take into account the estimated cost of the campaign to assess the financial impact of your proposed work. The financial plan should identify categories for proposed spending and specific, major budgeted items. At a minimum, the campaign budget

should consist of these spending categories: personnel costs (e.g. an estimate of staffing hours); program and production costs (e.g. direct expenses for designing and producing communication); advertising and promotion costs (e.g. frequency of advertising and promotional costs); administrative costs (e.g. clerical expense, office expense incurred by the project copies, etc.) and any applicable service fees. Actual monetary expenses may be good faith estimates by students. A full budget proposal for this campaign is NOT part of this course content.

### **Modules 6&7:**

Manage your client's social media account. Reach out to Michele with any question or concern.

### **Module 8:**

#### **Content Changes/Additions and Analysis DRAFT Due**

What have you currently observed and discovered? Are changes needed in your content, promotions? What are your client's business cycles? What traditional marketing campaigns can you model into a social media presence? How can you increase engagement and visibility differently since you have seen what is trending and occurring?

#### Evergreen content

Students will submit a month's worth of content including demographic targeting for each social media platform you are implementing for your client. Evaluation will be placed on creativity, thought leadership, innovation, engagement and appropriate targeting plans.

#### Promotional content

If and when appropriate for the client, what type of promotion will be included in the Communication Plan. How will it be launched, advertised, facilitated, and awarded. State the purpose and desired outcome.

#### Additional evaluations

- Crisis management
- News-jacking ethics
- Building your audience community
- Competition

### **Module 9:**

#### **FINAL Narrative Campaign Plan Due (Value 20%)**

Use your comprehensive campaign outline and feedback you receive to prepare and write a narrative social media campaign plan that directly reflects the research findings, situation analysis, scope and campaign outline. This final version of your narrative campaign is a comprehensive, client-ready proposal of the work to be performed and the outcomes you expect to achieve. Your plan's content should be representative of current trends, competitive landscape, technologies and social media tools. The plan should demonstrate professional and academic knowledge that balances strategy and creativity, effort and outcomes. It should not be more than 20 pages, with a 12 point font, and 1.5 spaced.

### **Module 10:**

#### **Research Results Report Due (Value 10%)**

A written report describing how information and/or data about the Capstone topic was gathered or generated to inform/build your campaign is required. This report is a record of your research process.

Your interpretation of research results, insights gathered, conclusions drawn and recommendations made from the research is essential to creating your social media plan. The research findings should be “actionable” and reported in such a way that they can be used as input in client decision making.

This is not a technical research report. The writing style and format of this report should facilitate easy and rapid reading and comprehension to understand research findings and recommendations. The report’s length should be commensurate with the depth and richness of the findings themselves and the complexity of the Capstone topic.

**Module 11:**

Manage your client’s social media account. Reach out to Michele with any question or concern.

**Module 12:**

**Client Pitch Due (Value 20%)**

Students will schedule 30 minutes via Skype, Google Hangout or Webinar format and present their final campaign. Discuss a 360 perspective about your client’s social media presence prior and during assistance. Include what you observed, what creative content/promotions were implemented, how responsive the client was overall, and how you felt the project took shape. Also include what could have been done differently or added in this limited time of 12 weeks.

**SOCIAL MEDIA CAPSTONE OVERVIEW BY MODULES**

Module 1:

Lecture, Reading/Discussion Forum & Campaign: Client and Topic Proposal Due

Module 2:

Lecture, Reading/Discussion Forum & Campaign: Scope of Work & Situation Analysis Due

Module 3:

Lecture, Reading/Discussion Forum & Campaign: Communication Plan Outline Due

Module 4:

Lecture, Reading/Discussion Forum & Campaign: Narrative Campaign Draft Due

Module 5:

Lecture, Reading/Discussion Forum, Peer Assigned & Campaign: Budget and Financial Plan Due

Module 6:

Lecture, Reading/Discussion Forum, Peer Review Due & Campaign: Manage Client Account

Module 7:

Lecture, Reading/Discussion Forum, Peer Assigned & Campaign: Manage Client Account

Module 8:

Lecture, Reading/Discussion Forum, Peer Review Due & Campaign: Content Changes/Additions and Analysis Draft Due

Module 9:

Lecture, Reading/Discussion Forum, Peer Assigned & Campaign: FINAL Narrative Campaign Plan Due

## Module 10:

Lecture, Reading/Discussion Forum, Peer Review Due & Campaign: Research Report Due  
(*Schedule with Michele your Client Pitch Time*)

## Module 11:

Lecture & Campaign: Manage Client Account

## Module 12:

Client Pitch Due

\*Note: Reading/Discussion Forums can be completed at anytime before the course concludes.

## GRADING

- Campaign Topic & Client Proposal - 5%
- Discussion Forum – 10%
- Research Results Report – 10%
- Situation Analysis – 5%
- Scope of Work Assessment – 5%
- Peer Feedback – 5%
- Campaign Plan Outline – 15%
- Campaign Budget & Financial Plan – 5%
- Narrative Campaign Plan – 20%
- Client Pitch – 20%

## Grading Scale

A	(93-100)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(63-66)
D-	(60-62)
E	(below 60)

## GUIDELINES

Students are expected to submit high quality, well-written, client-ready work, on time. All written assignments should be typed, 1.5-spaced using a 12-point font. Please include your name, the assignment title, page numbers, and the date on all assignments. Check spelling (at a minimum, use spell-check). Proofread for awkward sentence styles and construction. Use 1 inch top/bottom and left/right margins. Use AP Stylebook for grammar, punctuation and writing style and a standard academic reference such as MLA or APA a standard academic footnote style to ensure proper attribution of research in your assignments.

Complete assignments on time. Submit assignments whenever you are ready but no later than “close of business,” which is **5pm Eastern Time on the due date**. Exceptions only would be with updated/changed due dates or instructions posted by the instructor on the e-Learning site. If a student chooses to work ahead, he/she assumes the responsibility of clearly understanding the assignment and early submissions will be graded according to the same criteria used for everyone else’s work. If you submit an assignment, the instructor assumes it is “final work” and will grade it accordingly.

No “corrections” or “resubmissions” will be allowed after a grade has been assigned.

Late assignments do not receive full credit. Assignments after the due date will be penalized 10% for every hour your submission is late—up to 50% of the points possible for that assignment. Assignments later than one week will not be accepted barring exceptional circumstances approved by the instructor.

## **E-LEARNING INSTRUCTIONS**

- The course will be conducted entirely online.
- Students are required to have access to a computer with an internet connection and access to the e-Learning system provided via a UF GatorLink ID. The e-Learning site will be used for communication with and among students and the instructor, to deliver course materials (e.g., PowerPoint files, readings, handouts, assignment guidelines, evaluation forms) and grades.
- You can access the site by using your GatorLink username and password.
- Access e-Learning support at <http://lss.at.ufl.edu>

## **ATTENDANCE AND COMMUNICATION GUIDELINES**

Without regular face-to-face classroom meetings, communication through e-Learning mail and uploaded online discussions will be the “attendance parallel” for this class. Students will be encouraged to participate in online discussion sessions, and should expect to stay in frequent contact with the instructor. The preferred method of communication is through e-mail within the e-Learning system at UF. Students should log into the e-Learning site frequently at a minimum at least every 48 hours to check e-mail for messages and/or updates from the instructor and to submit assignments. Some additional messages, course announcements, readings and handouts, and instructions on assignments will be posted on e-Learning as the semester progresses. Similarly, the instructor will respond to e-mail usually within one or two working days.

**\*\*Netiquette: Communication Courtesies:**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Describe what is expected and what will occur as a result of improper behavior] <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

## **UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES**

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams.

Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in Reid Hall room 001 or you can contact them by phone at (352) 392-8565.

## GETTING HELP

For issues with technical difficulties for e-Learning, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto: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
  - <http://www.counseling.ufl.edu/cwc/Default.aspx>
  - (352) 392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## 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>

## UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**The University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support

are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."  
For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

### **DISCLAIMER**

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.