

**University of Florida | College of Journalism and Communications**  
**MAMC Social Media Graduate Program**

**Introduction to Multimedia Communication**  
**Fall 2013 | Syllabus**

Welcome to Introduction to Multimedia Communication. This course is designed to help you discover all the channels/mediums/resources available to you as a communications professional. We will examine real-life examples and will demonstrate how you can take your MAMC degree and utilize it in journalism, public relations, advertising, and in marketing in several industries. This course covers new media while weaving in the skills you may have learned as an undergrad or graduate student.

Lecturer: Jaclyn S. Rhoads, M.Adv  
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### **Office Hours**

Email me with questions, or to set up a phone or Skype call. I check my email regularly.

### **Course Description**

This course introduces students of media, journalism and communication to the themes, issues and how to's of an integrated approach to new multimedia communications to make sure the brand message reaches its intended audience. Taking a real-world viewpoint, students will examine the various channels available to communication professionals and how to effectively use the channels. Topics include social media/multimedia writing and management; how to utilize several mediums for integrated communication campaigns; how marketing, branding and public relations play their roles in multimedia communications; careers in multimedia communications; the role of communications professionals; and the impact of new media technologies.

### **Course Blog and Facebook Page**

- <http://uf-mmc6936.blogspot.com>
- Closed Facebook group page link in Sakai

Here you will find resources, links, and additional information.

### **Required Texts/Resources**

- Young, A. (2010). Brand Media Strategy: Integrated Communications Planning in the Digital Era. New York. NY: Palgrave Macmillan.
- Various reading assignments from online reviews/blogs
- Computer with Internet access
- Access to social media accounts on Facebook, Twitter, Foursquare, YouTube and more.

## Your Objectives for this course

- To learn about the various channels available to communications professionals.
- To learn how to utilize those channels for maximum integrated communication approaches.
- To learn how to maintain brand awareness, personality and integrity on new media channels.
- To learn how to create and monitor multimedia communications campaigns, and how to analyze them.
- To demonstrate the importance of maintaining marketing channels (i.e. Blog) with effective copy, timely updates and appropriate grammar/formatting.
- To learn the importance of interaction on multimedia communication channels to help a brand establish and maintain an effective online presence.
- To realize the skills learned in this course go further than a degree in social media, but translate to other areas including marketing, public relations and more.

## Assignments & Projects

- There will be textbook chapter reading assignments and online article reading or video assignments. Discussions about these assignments as well as on the lecture will take place each week.
  - Discussions to take place on forum in SAKAI. **Question will be posted by Mondays by 9 a.m. (refer to syllabus), with answers due by Thursday at midnight (refer to syllabus).** This allows for follow-up responses back and forth from Friday until Monday as well from instructor, and although not required by students, the option is available if students want to engage in dialogue back and forth. Late assignments will lose 1 point per day late.
- In Your Words: Students will create and maintain a blog (or, you may use one you have already created for another class if the format allows you to – details are listed in assignment 1). Your blog entries will relate to that week's assignment. The blog will house your assignments, and be a platform for branding yourself as a communications professional. This also provides a place to share your findings with your fellow students. Your blog should be maintained over the entire semester to show the importance of maintenance, content creation, etc. Proper writing style, link usage, etc. must be maintained. **Your post should be published live by each Sunday at midnight (refer to syllabus for due dates). Note your link to your blog post in Sakai also by this time under "assignments."** Late posts will lose 5 points each day past due date.
- Mid-term project: Each student will comprehensively review a social media channel and become a subject matter expert, providing history, effective practices, enhancements, etc. Students will be assigned a social media channel including social networking sites, blogs, proximity marketing and content communities. In addition to a paper-length blog entry, the student will provide an

online presentation (Prezi) with links, relevant videos, etc. Further details and your assigned channel will be posted in Sakai a few weeks prior to the due date.

- Final Project: Students will create a communications plan. Full details TBD.

### **Evaluation & Grades**

Your final grade is based on the points you accumulate in several areas.

Weekly Discussion/Participation (12 of them)	(10 points available/week)	120 points
In Your Words Analysis (12 of them)	(30 points available/week)	360 points
Mid-Project		220 points
Final Project		300 points
<b>TOTAL</b>		<b>1,000 points</b>

A	900-1,000 points	C+	770-799	D	600-669
B+	870-899 points	C	700-769	E	599 and below
B	800-869 points	D+	670-699		

### **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 room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

*\*\*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 Sakai, 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.

### Schedule of classes

Date	Topic for Discussion/Virtual Lecture	Assignment
<b>Week 1</b> <b>8/20-8/25</b>	<ul style="list-style-type: none"> <li>▪ Introductions</li> <li>▪ Syllabus overview &amp; expectations</li> </ul>	<p><b>IN YOUR WORDS 1</b>            Create your own personalized blog. This is where you will post your assignments. More details in SAKAI. URL <b>DUE AUG. 30 NOON</b></p> <p><b>DISCUSSION 1</b></p> <ul style="list-style-type: none"> <li>▪ Posted 8/20, due 8/25</li> </ul>
<b>Week 2</b> <b>8/26-9/2</b> <b>(extra day for holiday)</b>	<ul style="list-style-type: none"> <li>▪ What is multimedia communication?</li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Chapter 1: Google and Facebook: How they're changing the game</li> <li>▪ Chapter 2: The new Media Playbook: A new set of rules for a new media world.</li> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 2</b></p> <ul style="list-style-type: none"> <li>▪ Posted 8/26, due 8/29</li> </ul> <p><b>IN YOUR WORDS 2</b></p> <ul style="list-style-type: none"> <li>▪ Assignment will be posted on 8/26, due 9/2</li> </ul>
<b>Week 3</b> <b>9/3-9/8</b>	<ul style="list-style-type: none"> <li>▪ IMC approach               <ul style="list-style-type: none"> <li>○ Planning for and utilizing the multimedia channels available</li> </ul> </li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Chapter 3: A Shift from Media Planning to Communications</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Maintaining the brand <ul style="list-style-type: none"> <li>○ How do we maintain the brand personality on channels? (Voice, brand imagery etc)</li> </ul> </li> </ul>	<p>Planning: Enter the Super Planner</p> <ul style="list-style-type: none"> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 3</b></p> <ul style="list-style-type: none"> <li>▪ Posted 9/3, due 9/6</li> </ul> <p><b>IN YOUR WORDS 3</b></p> <ul style="list-style-type: none"> <li>▪ Assignment will be posted on 9/3, due 9/8</li> </ul>
<p><b>Week 4</b> <b>9/9-9/15</b></p>	<ul style="list-style-type: none"> <li>▪ Websites <ul style="list-style-type: none"> <li>○ How websites create both push and pull in a multimedia communications plan.</li> </ul> </li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 4</b></p> <ul style="list-style-type: none"> <li>▪ Posted 9/9, due 9/12</li> </ul> <p><b>IN YOUR WORDS 4</b></p> <ul style="list-style-type: none"> <li>▪ Assignment will be posted 9/9, and due 9/15</li> </ul>
<p><b>Week 5</b> <b>9/16-9/22</b></p>	<ul style="list-style-type: none"> <li>▪ Blogs <ul style="list-style-type: none"> <li>○ Types/importance</li> </ul> </li> <li>▪ Email marketing/eblasts <ul style="list-style-type: none"> <li>○ Best practices</li> </ul> </li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 5</b></p> <ul style="list-style-type: none"> <li>▪ Posted 9/16, due 9/19</li> </ul> <p><b>IN YOUR WORDS 5</b></p> <ul style="list-style-type: none"> <li>▪ Assignment posted 9/16, due 9/22</li> </ul>
<p><b>Week 6</b> <b>9/23-9/29</b></p>	<ul style="list-style-type: none"> <li>▪ Content Communities</li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 6</b></p> <ul style="list-style-type: none"> <li>▪ Posted 9/23, due 9/26</li> </ul> <p><b>IN YOUR WORDS 6</b></p> <ul style="list-style-type: none"> <li>▪ Assignment posted 9/23, due 9/29</li> </ul>

<p><b>Week 7</b> <b>9/30-10/6</b></p>	<ul style="list-style-type: none"> <li>▪ Social media and Online Community Engagement</li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 7</b></p> <ul style="list-style-type: none"> <li>▪ Posted 9/30, due 10/3</li> </ul> <p><b>IN YOUR WORDS 7</b></p> <ul style="list-style-type: none"> <li>▪ Assignment posted 9/30, due 10/6</li> </ul> <p><b>Work on mid-term project</b></p>
<p><b>Week 8</b> <b>10/7-10/13</b></p>	<ul style="list-style-type: none"> <li>▪ Social Media: <ul style="list-style-type: none"> <li>○ What is proximity marketing?</li> <li>○ Review marketing</li> <li>○ Industry specific channels</li> </ul> </li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 8</b></p> <ul style="list-style-type: none"> <li>▪ Posted 10/7, due 10/10</li> </ul> <p><b>IN YOUR WORDS 8</b></p> <ul style="list-style-type: none"> <li>▪ Posted 10/7, due 10/13</li> </ul> <p><b>PROJECT</b></p> <ul style="list-style-type: none"> <li>▪ <b>Mid-term project due 10/13.</b></li> </ul>
<p><b>Week 9</b> <b>10/14-10/20</b></p>	<ul style="list-style-type: none"> <li>▪ Planning: <ul style="list-style-type: none"> <li>▪ What are the tools available for maintaining/organizing/monitoring all these channels?</li> </ul> </li> </ul>	<p><b>READ/WATCH</b></p> <p>Any supplemental materials listed in Sakai</p> <p>Chapter 10: Digitizing the Brand Media Strategy</p> <p>Chapter 11: Execution is the X-Factor: Bringing the brand media strategy to life</p> <p><b>DISCUSSION 9</b></p> <ul style="list-style-type: none"> <li>▪ Posted 10/14, due 10/17</li> </ul>

		<p><b>IN YOUR WORDS 9</b> Assignment posted 10/14, due 10/20</p>
<p><b>Week 10</b> <b>10/21-10/27</b></p>	<ul style="list-style-type: none"> <li>▪ Event Marketing Communications <ul style="list-style-type: none"> <li>○ How to utilize IMC and multimedia tools for events</li> </ul> </li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Case study from JOU3109 on how social media plays into Event Marketing (provided in SAKAI)</li> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <p><b>DISCUSSION 10</b></p> <ul style="list-style-type: none"> <li>▪ Posted 10/21, due 10/24</li> </ul> <p><b>IN YOUR WORDS 10</b></p> <ul style="list-style-type: none"> <li>○ <b>Follow a current tradeshow taking place this week. You will be reporting on ISPA, which is taking place 10/21-10/23.</b> Details will be posted in SAKAI of your assignment. Assignment posted 10/20. Due 10/27</li> </ul>
<p><b>Week 11</b> <b>10/28-11/3</b></p>	<ul style="list-style-type: none"> <li>▪ Privacy issues</li> <li>▪ Legal Issues</li> <li>▪ Reputation Management</li> </ul>	<p><b>READ/WATCH</b></p> <ul style="list-style-type: none"> <li>▪ Any supplemental materials listed in Sakai</li> <li>▪ Chapter 6: Sparking consumer brand conversations through media</li> </ul> <p><b>DISCUSSION 11</b></p> <ul style="list-style-type: none"> <li>▪ Posted 10/28, due 10/31</li> </ul>



		<b>IN YOUR WORDS 11</b> <ul style="list-style-type: none"> <li>▪ Posted 10/28, due 11/3</li> </ul>
<b>Week 12</b> <b>11/4-11/12</b>	<ul style="list-style-type: none"> <li>▪ Analytics: We have our messages out there... now what? Are they working? Are they driving business?</li> </ul>	<b>READ/WATCH</b> <ul style="list-style-type: none"> <li>▪ Chapter 12: Measurement and Metrics: Making the Brand Media Strategy Accountable</li> <li>▪ Any supplemental materials listed in Sakai</li> </ul> <b>DISCUSSION 12</b> <ul style="list-style-type: none"> <li>▪ Posted 11/4, due 11/7</li> </ul> <b>IN YOUR WORDS 12</b> <ul style="list-style-type: none"> <li>▪ Posted 11/4, due 11/12</li> </ul> <b>Extra time for holiday/homecoming and final projects due.</b> <ul style="list-style-type: none"> <li>▪ <b>Final Project due 11/12</b></li> </ul>

**About Jaclyn Rhoads**

I am a graduate of the University of Florida’s College of Journalism and Communications. I married my husband Jesse (another Gator) in 2004, and we currently live in Orlando with our new baby, Lily. We met our freshman year at UF, have been together ever since, and are proud to be Life Members of the UF Alumni Association! We frequently visit Gainesville to visit family as well as to cheer on the Gators.

Since high school, I have loved journalism and communications, and was even editor for 2 years of the award-winning *Odyssey* yearbook at JP Taravella H.S. I thoroughly enjoy taking a project from start to finish, and marketing and communicating all along the way no matter if that channel was a yearbook or if it’s now in digital format via social media, e-newsletter, or video productions (integrated communications=my passion)!

In 1998, I became a Gator and when I arrived on campus, I immediately volunteered to work with the college’s Florida Scholastic Press Association. I was very active with FSPA in high school and was eager to learn more from the inside out. During my time at UF, I also served as president of the Florida Magazine Student Association for two years, and was truly honored to be the recipient of the College’s John Paul Jones award my senior year. I had several internships (all unpaid I may add!) at Taylor Publishing, Oxendine Publishing and Atlantic.net. I received my Bachelor’s degree in journalism with an emphasis in magazines and a minor in business administration in 2002.

After graduating, I found a position utilizing my communications skills and became a Marketing Specialist for Florida Credit Union in Gainesville. In 2005, while working full-time, I went back to UF to earn my Masters in Advertising. I graduated in 2007 and regularly utilize the skills I learned in the graduate program in my career.

My next career stop brought me back to the University of Florida, but this time as an employee: a communications coordinator for Human Resource Services. This position allowed me to fine-tune my internal communications, PR and crisis communications skills. When Jesse was relocated in 2008, we moved to Orlando and I became the Director of Communications for the Florida Nursery, Growers and Landscape Association in Orlando.

After absorbing everything about trade show marketing and association-based communications, I ended up in an industry that intrigued me most: hospitality. I became a marketing manager for Reunion Resort in Orlando and Hammock Beach Resort in Palm Coast in 2011. Leading a team of three marketing professionals, I learned this new industry quickly and successfully launched a large social media effort as well as e-mail marketing campaigns.

Most recently, I was the Marketing Manager for the Healthy 100 Institute at Florida Hospital in Orlando, where all the skills from my past positions were utilized each day. I managed a team of marketing and creative professionals as well as a host of interns. My team produced marketing communications and managed the branding on all channels for Florida Hospital's fitness centers, spas, retail pharmacies, and executive health assessment program.

I am currently freelancing from home so I can enjoy being a new mama for awhile! I am looking forward to this opportunity to teach fellow J-school students real world communications. My goal is to help you learn how to take everything you have learned and be able to apply for any position, whether the job title is social media, communications, marketing, PR or advertising. The world is an integrated communications marketplace, and you are on the journey to becoming a multimedia communications professional. Go Gators!