MCM 451: Advertising & Promotion for Social Media  
Fall 2019 Online

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Office: BO 205  
Office Hours: Mon & Wed, 11-12:50 PM  
Tue, 1-2 PM  
ZOOM office hours available upon request  
Class Location: Online

Credit Hour Justification:
"MCM 451 “Advertising & Promotion for Social Media” (3 Credit Hours)  
The course is taught online for 16 weeks. The course content generally discusses how advertisers and public relations practitioners might most effectively leverage the power of evolving social media platforms to promote products and/or control perception of a brand. The course also teaches students to understand how target audiences utilize social networks. Students in the course are expected to keep up with weekly posted content (videos, readings, online examples, etc…), as well as participate in regular online discussions. Major projects include case studies that will be due throughout the semester."

Course Description:

Production and examination of promotional campaigns for advertising and promotion. Including design and utilization of social media metrics, data, creative strategies, and popular practice by media organizations.

Program Learning Outcomes:

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, analyze, organize and synthesize information on contemporary topics to develop a news story.
3. Demonstrate the application of contemporary technology, terminology and techniques in the news gathering process.
4. Understand effective visual language and how to apply it to convey message and enhance the communication process.

Strategic Communication Concentration:

1. Demonstrate the ability to construct and create an advertising and public relations campaign effectively in written form utilizing multimedia platforms.
2. Analyze and apply data relevant to advertising or public relations.
3. Demonstrate the application of media technology and terminology to develop advertising or public relations campaigns.
4. Understand effective visual language and how to apply it to build creative advertising or public relations messages.

**Student Learning Outcomes:**

1. Demonstrate strong creativity, advertising ability and journalistic writing in creating advertising. Analyze the elements that make an ad unique.
2. Research an advertiser using libraries, archives, documents, databases and electronic sources.
3. Assess advertising campaign effectiveness using at least two media formats in both written and visual form.
4. Demonstrate the ability to work within professional standards and deadline

**Required Text:**


Additional readings consist of web resources and academic articles. All readings will be available via the course D2L site.

**Assignments:**

4 Discussion Posts (20%)
Social Media Certification (5%)
Case Study (10%)
Content Audit (10%)
2 Quizzes (20%)
Social Media Campaign Plan Group Project (35%)
  - 25% individual score
  - 10% group score

**Grades:**

Your final grade will be determined by summing your points from the assignments below. The point values correspond to letter grades that will be determined at the end of the semester, and will follow this breakdown: 90% (900) and above = A, 80-89.9% (800-899.9) = B, 70-79.9% (700-799.9) = C, 60-69.9% (600-699.9) = D, and below 60% (0-599.9) = F.

Grading Breakdown:

1. Discussion Posts (50X4) 200 pts
2. Certification 50 pts
3. Case Study Assignment 100 pts

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<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. Discussion Posts</td>
<td>200</td>
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<tr>
<td>2. Certification</td>
<td>50</td>
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<tr>
<td>3. Case Study Assignment</td>
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Your Points:
<table>
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<tr>
<th>Task</th>
<th>Points</th>
<th>Notes</th>
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<tr>
<td>4. Content Audit</td>
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<tr>
<td>5. Quiz (100X2)</td>
<td>200</td>
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<td>7. Social Media Campaign Plan (Group)</td>
<td>100</td>
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<td>5. Social Media Campaign Plan (Individual)</td>
<td>250</td>
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<td><strong>Total:</strong></td>
<td><strong>1000</strong></td>
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**Late Work:**

Late work is not accepted except for approved university activity, personal or family illness or other documented emergency (see [http://www.sfasu.edu/policies/class-attendance-and-excused-absence-6.7.pdf](http://www.sfasu.edu/policies/class-attendance-and-excused-absence-6.7.pdf)).

**Academic Integrity (4.1):**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:

- Using Or Attempting To Use Unauthorized Materials To Aid In Achieving A Better Grade On A Component Of A Class;
- Falsification Or Invention Of Any Information, Including Citations, On An Assignment; And/Or,
- Helping Or Attempting To Help Another In An Act Of Cheating Or Plagiarism. Plagiarism Is Presenting The Words Or Ideas Of Another Person As If They Were Your Own. Examples Of Plagiarism Include, But Are Not Limited To:
  - Submitting An Assignment As If It Were One's Own Work When, In Fact, It Is At Least Partly The Work Of Another;
  - Submitting A Work That Has Been Purchased Or Otherwise Obtained From The Internet Or Another Source; And,
  - Incorporating The Words Or Ideas Of An Author Into One's Paper Or Presentation Without Giving The Author Due Credit.

Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)
It is your responsibility to be aware of academic dishonesty—ignorance is not a defense. When in doubt, consult

**Students with Disabilities:**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Acceptable Student Behavior:**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.