MCOM 4351: Advertising & Promotion for Social Media
Fall 2021

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Office Hours: Mon & Wed 12 - 2 PM
Tue 11 AM – 1 PM
Thu 11 – 2 PM (ZOOM Only)
& By appointment

Class Location: ONLINE
Class Times: ONLINE

Credit Hour Justification:

MCOM 4351 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:**

- 10 Discussion Posts (30%)
- 2 Quizzes (20%)
- Case Study (10%)
- Content Audit (10%)
- Social Media Campaign Plan Group Project (30%)
  - 20% 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:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Discussion Posts (30X10)</td>
<td>300</td>
</tr>
<tr>
<td>2. Quiz (100X2)</td>
<td>200</td>
</tr>
<tr>
<td>3. Case Study Assignment</td>
<td>100</td>
</tr>
<tr>
<td>4. Content Audit</td>
<td>100</td>
</tr>
<tr>
<td>5. Social Media Campaign Plan (Group)</td>
<td>100</td>
</tr>
<tr>
<td>6. Social Media Campaign Plan (Individual)</td>
<td>200</td>
</tr>
</tbody>
</table>

Total: 1000 pts


SFA policies

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.

Students Mental Health and Wellness
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741
Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) 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 are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone.

More Policies

Final Grade Rounding Policy
I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason. I will also not round “9” grades. Therefore, if you make an 89 in the class, do not email me asking if I will bump in to a 90. Unless you make an 89.5 or higher, I will not round.

Late Work & Late Tests
Late work will not be accepted for any reason. If a group turns in an assignment or project late, all group members will receive a 0. No exceptions.
If you miss a test, you will not be allowed to make it up for any reason.

BRIGHTSPACE/Brightspace
All course material will be posted on D2L. Check it, use it. In order to be successful in this course I recommend checking and participating in D2L daily.

Seeking Help
If you’re not doing well in class it is in your best interest (and your responsibility) to meet with me as soon as possible!!!!! I can only help you before you hand in assignments. I cannot help you once you have handed in an assignment.

Written work
I expect all written work to follow APA guidelines- no exceptions. You will need to use APA guidelines for papers in your upper level comm classes, so this is a good opportunity to learn these guidelines. If you have questions about APA see the Purdue Online Writing Lab website
Papers should also be well written and proofread for typos and style. I know you won’t catch everything (I know I don’t), but put forth a solid effort. If a paper is excessively bad, I reserve the right to return the paper to you ungraded. I will accept a revision, but the assignment will be considered late and you will lose 15 percent for each day it takes you to revise the paper.

**Email and computer work**
We will use electronic mail for class updates. Please read your mail regularly so you can keep up-to-date on upcoming assignments. In some cases, you may find out about changes to the class schedule via email. Let me know if you have any questions about potential changes or email.

**Discussing class content**
When discussing class content it is imperative that your ideas are grounded in credible information. Your job is to approach these topics as if you were a social scientist, which means the information needs to be verified before being released to the public.

**Notification of objectionable material**
It is possible that we will discuss content that you may find objectionable. This could range from information with which you disagree, criticism of certain political figures, or specific content (e.g., violence or sex). Any criticism is non-partisan (both parties do dumb things).

**Tentative nature of this syllabus**
This document represents a draft of the syllabus. Events that transpire over the semester may, and in rare circumstances, require me to modify the syllabus. I will announce the modification in class through BRIGHTSPACE. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.