MCM 4351: Advertising & Promotion for Social Media
Fall 2021 - Online

Instructor: Stephanie Williams-Turkowski
Email: stephanie.turkowski@sfasu.edu
Office: BO 205
Office Hours: Mon & Wed, 12-2:30 PM (ZOOM available upon request)
Class Location: Online

Credit Hour Justification:

"MCM 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.

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
- 89.9-80% (800-899.9) = B
- 79.9-70% (700-799.9) = C
- 69.9-60% (600-699.9) = D
- 59.9% & below (599.9 -0) = F

Grading Breakdown:

- Discussion Posts (30X10) 300 pts
- Test (100X2) 200 pts
- Case Study Assignment 100 pts
- Content Audit 100 pts
- Group Campaign Plan 100 pts
- Individual Campaign Plan 200 pts

Total: 1000 pts
# Tentative Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Reading/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug 23 – Aug 29</td>
<td>Getting Started</td>
<td>Read syllabus, review descriptions of grading and assignments</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Introduction due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>2</td>
<td>Aug 30 – Sep 5</td>
<td>Definitions</td>
<td>Read Carr &amp; Hayes (2015)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 1 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>3</td>
<td>Sep 6 – Sep 12</td>
<td>Social Media &amp; Society</td>
<td>Read Chapters 1 &amp; 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 2 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>4</td>
<td>Sep 13 – Sep 19</td>
<td>Planning, Objectives, &amp;</td>
<td>Read chapter 2, Social Media Campaign Assignment Description &amp; Example Social Media Plan Book</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strategy</td>
<td>Discussion 3 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>5</td>
<td>Sep 20 – Sep 26</td>
<td>Target Audience</td>
<td>Read chapter 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 4 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Case Study Assignment due Sun @ 11:59 PM</strong></td>
</tr>
<tr>
<td>6</td>
<td>Sep 27 – Oct 3</td>
<td>Typologies of Social Media</td>
<td>Read chapter 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 6 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>7</td>
<td>Oct 4 – Oct 10</td>
<td>Microblogging and Discussion Sites</td>
<td>Read chapters 6 &amp; 7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 6 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>8</td>
<td>Oct 11 – Oct 17</td>
<td></td>
<td><strong>Midterm Due by Sunday @ 11:59pm</strong></td>
</tr>
<tr>
<td>9</td>
<td>Oct 18 – Oct 24</td>
<td>Photo- Sharing &amp; Video Sites</td>
<td>Read chapters 8 &amp; 9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 7 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>10</td>
<td>Oct 25 – Oct 31</td>
<td>Mobile Advertising &amp; Social Networks</td>
<td>Read chapters 10, 11, &amp; 12</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 8 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Content Audit Assignment due Sun @ 11:59 PM</strong></td>
</tr>
<tr>
<td>11</td>
<td>Nov 1 – Nov 7</td>
<td>Social Media Monitoring</td>
<td>Read chapter 13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 9 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>12</td>
<td>Nov 8 – Nov 14</td>
<td>Social Media Plans</td>
<td>Read chapters 14 &amp; 15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion 10 due Sun @ 11:59 PM</td>
</tr>
<tr>
<td>13</td>
<td>Nov 15 – Nov 21</td>
<td>Completing Social Media Plans</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Nov 22 – Nov 28</td>
<td></td>
<td><strong>No Class: Thanksgiving Break</strong></td>
</tr>
<tr>
<td>15</td>
<td>Nov 29 – Dec 5</td>
<td></td>
<td><strong>Final Assignment Due and Final Exam Due by Sunday, December 5 @ 11:59 PM</strong></td>
</tr>
</tbody>
</table>

**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;
- The falsification or invention of any information, including citations, on an assigned exercise; 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 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.

Please read the complete policy at http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf It is your responsibility to be aware of academic dishonesty—ignorance is not a defense. When in doubt, consult.

Withheld Grades Semester Grades Policy (5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

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/.

Mental Health and Wellness

SFA 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:

- **SFA Counseling Services**
  
  [www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)
  
  Rusk Building, 3rd Floor
  
  936.468.2401

- **SFA Human Services Counseling Clinic**
  
  [www.sfasu.edu/humanservices/139.asp](http://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.

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.