MCOM 4351
Advertising & Promotion for Social Media - Fall 2023 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.

This course assumes that work submitted by students – all process work, drafts, brainstorming artifacts, final
works – will be generated by the students themselves, working individually or in groups as directed by class
assignment instructions. This policy indicates the following constitute violations of academic honesty: a student
has another person/entity do the work of any substantive portion of a graded assignment for them, which
includes purchasing work from a company, hiring a person or company to complete an assignment or exam,
and/or using generative AI tools (such as ChatGPT).

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 additional readings will be available via the course D2L site.

Assignments:

5 Discussion Posts  
Social Media Certification Case Study  
Content Audit 2 Quizzes  
Social Media Campaign Plan Group Project

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 (40X5) 200 pts  
2. Certification 50 pts  
3. Case Study Assignment 100 pts  
4. Content Audit 100 pts  
5. Quiz (100X2) 200 pts  
6. Social Media Campaign Plan. 350 pts

Total: 1000 pts

Grading policy
Grades will not be rounded up. No make-up work/exams will be accepted unless it is for university related activity, noted beforehand, provided with an accompanying note. The instructor must be notified immediately once unforeseen events such as medical emergency and family related emergencies (e.g., funerals) occurs that requires student to work on an adjusted schedule. Necessary notes, such as doctors note, must be provided in such
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-6.7.pdf).

Grading policy
Grades will not be rounded up. No make-up work/exams will be accepted unless it is for university related activity, noted beforehand, provided with an accompanying note. The instructor must be notified immediately once unforeseen events such as medical emergency and family related emergencies (e.g., funerals) occurs that requires student to work on an adjusted schedule. Necessary notes, such as doctors note, must be provided in such occurrences as well.

24/7 Policy
When having questions about the posted grades, students will wait 24 hours after the grade posting to approach the instructor. The case will consider closed after 7 days of the grade posting and will not allow any discussion to adjust the grades unless in extreme circumstances. This policy hopes to encourage students to review their grades continuously and regularly.

Academic Integrity (4.1)

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, 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:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education
www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
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.

Boynton Lab Schedule:
The Boynton LAB will be available for weekly use. The LAB schedule will be posted by the second week of the semester.

Lab Facility, Computers and Printers:
Food and/or drinks are not allowed in the LAB due to the nature of the equipment. Please help us with this policy by being responsible for yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 LAB) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. LAB assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the LAB assistant.
**MCOM 4351 Calendar**  
**Advertising & Promotion for Social Media - Fall 2023 Online**

*NOTE* The schedule is tentative. I will be sure to give the class plenty of notice for any major changes.

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<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Chapter</th>
<th>Reading/ Assignment</th>
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<tbody>
<tr>
<td>Aug 28- Sept 1</td>
<td>Week 1</td>
<td>Getting Started, Definition of Social Media</td>
<td>- Read syllabus, review descriptions of grading and assignments.</td>
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<td>- View content, read Carr &amp; Hayes (2015).</td>
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<td><strong>Discussion 1, due Sept 1 11:59 PM</strong></td>
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<td>Sep 4 -Sep 8</td>
<td>Week 2</td>
<td>Social Media &amp; Society Chapter 1 &amp; 4</td>
<td>-View content, read chapter 1 &amp; 4</td>
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<td></td>
<td>-Read Case Study Assignment description</td>
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<td><strong>Discussion 2, due Sep 8, 11:59 PM</strong></td>
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<td>Sep 11-15</td>
<td>Week 3</td>
<td>Planning, objectives, &amp; Strategy Chapter 2</td>
<td>- View content, read chapter 2</td>
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<td>- Read Social Media Campaign Assignment Description &amp; Example Social Media Plan Book</td>
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<td>Sep 18-22</td>
<td>Week 4</td>
<td>Target Audiences Chapter 3</td>
<td>View content, read chapter 3</td>
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<td><strong>Discussion 3, due Sep 22, 11:59 PM</strong></td>
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<td><strong>Case Study Assignment, due Sep 22, 11:59 PM</strong></td>
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<td>Sep 25-29</td>
<td>Week 5</td>
<td>Typologies of Social Media Chapter 5</td>
<td>View content, read chapter 5</td>
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<td><strong>Discussion 4, due Sep 29, 11:59 PM</strong></td>
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<td>Oct 2-6</td>
<td>Week 6</td>
<td>Microblogging &amp; Discussion Sites Chapter 6 &amp; 7</td>
<td>View content, read Chapter 6 &amp; 7</td>
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<td><strong>Quiz 1, due Oct 6, 11:59 PM</strong></td>
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<td>Oct 9-13</td>
<td>Week 7</td>
<td>Photo-Sharing &amp; Video Sites Chapter 8 &amp; 9</td>
<td>View content, read chapter 8 &amp; 9</td>
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<td><strong>Start Hootsuite Certification Signup</strong></td>
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<td>Oct 16-27</td>
<td>Week 8</td>
<td>Mobile Advertising &amp; Social Networks Chapter 10, 11 &amp; 12</td>
<td>View content, read chapter 10, 11, &amp; 12</td>
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<td>Week 9</td>
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<td><strong>Content Audit Assignment, due Oct 27, 11:59 PM</strong></td>
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<td>Oct 30-Nov 10 Unit 4</td>
<td>Week 10 Week 11</td>
<td>Social Media Monitoring Chapter 13</td>
<td>View content, read chapter 13</td>
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<td>Part 1</td>
<td>Discussions 5, due Nov 6, 11:59 PM</td>
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<td><strong>Nov 13-19</strong>&lt;br&gt;Unit 4&lt;br&gt;Part 2</td>
<td><strong>Week 12</strong>&lt;br&gt;Completing Social Media Plans&lt;br&gt;Chapter 14 &amp; 15</td>
<td><strong>View content, read chapter 14 &amp; 15</strong></td>
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<td>Thanksgiving break</td>
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<td><strong>Nov 27-Dec 1</strong></td>
<td><strong>Week 13</strong></td>
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<td><strong>Dec 4 – Dec 8</strong></td>
<td><strong>Week 15</strong>&lt;br&gt;Dead Week</td>
<td><strong>Quiz 2, due Dec 1, 11:59 PM</strong></td>
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<td>Dec 11</td>
<td><strong>Week 16</strong>&lt;br&gt;Final Assignment</td>
<td><strong>Complete Hootsuite Certification Signup by Dec 11, 11:59 PM</strong>&lt;br&gt;<strong>Social Media Campaign Assignment due Dec 11, 11:59 PM</strong></td>
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