

**LOYOLA UNIVERSITY CHICAGO
SCHOOL OF COMMUNICATION**

Digital Foundations. COMM 213-201

Semester/Year: Fall 2023

Class Time: Tuesdays and Thursdays 1:00 – 2:15 PM

Class Location: Corboy Law Center Room 105

Instructor: Roberta Borst (she, her, hers)

Office Hours: Tuesday and Thursday before or after class (or by appointment)

Email: rborst@luc.edu

Required Text:

Crestodina, Andy (2022) Content Chemistry: The Illustrated Handbook for Content Marketing. Orbit Media Studios, Inc. ISBN-10: 0988336499/ISBN-13: 978-0988336490

Additional readings will be uploaded to Sakai for you. Students should expect that the content from any materials provided could be included in exam(s).

Lecture notes also will be provided for key in-class lectures.

I. Course Description

Digital marketing is now essential to every professional in advertising, public relations, corporate communications, and related fields.

This course will discuss the similarities and differences between traditional advertising channels and digital highlighting the concepts that carry forward and remain true for both.

Additionally, we will discuss how digital has revolutionized the interactions between organizations and stakeholders with emphasis on knowing your target audience.

Students will be introduced to key digital media disciplines including website development, content, organic and paid search, email marketing, social media, digital advertising, analytics, and other emerging technologies that are used to create and build integrated digital campaigns for advertising and public relations.

(Prerequisites: COMM 175 or 201)

II. Course Objectives

At the end of the course students will acquire:

- A foundational knowledge of digital communication tools.
- Practical understanding of content development and how to extend content to a wide range of media platforms.

- Basic understanding of the research and steps involved in developing a digital marketing communications plan.

III. Grading & Assignments

Participation/Class Exercises	15 %	Individual/Group
Website Development Project	20 %	Individual
Digital Marketing Project	30 %	Group
Exams (Midterm/ Final)	35 %	Individual
<hr/>		
Total	100%	

Grading Scale

A	100 - 94
A-	93 - 90
B+	89 - 88
B	87 - 83
B-	82 - 80
C+	79 - 78
C	77 - 73
C-	72 - 70
D+	69 - 68
D	67 - 63
D-	62 - 60
F	59 - 0

- **Participation & Attendance (15%/150 points)**

This includes;

- attendance,
- active participation in class discussions and teamwork.

Attendance

Attendance will frequently be taken at beginning of the class. If you need to leave the class early, please let me know in advance.

It is your responsibility to acquire lecture content you may have missed and/or to contact me to secure a copy of any handouts that were distributed in class.

(Absences for serious medical reasons will be excused when you provide appropriate documentation from the Student Health Center or your personal physician. Absences due to documented family emergencies will also be excused.)

- **Individual Web Development Project (20% 200 points)**

In this module you will use the principles of digital marketing and public relations to create either your personal website or if you already have one, to develop key website pages for a small business.

Template and instructions will be provided in class prior to kick off.

- **Digital Marketing Project (30% 300 points)**

In this project, you will work in small teams. Teams will complete market and competitive research and then develop an outline for a digital marketing plan to be executed in the upcoming fiscal year.

The assignment has five integrated parts:

- A) Market Research
- B) Website Analysis
- C) Social Media Evaluation
- D) Content Strategy Assessment
- E) Digital Marketing Plan

- **Exams (35% 350 points)**

There will be a midterm and final.

Both exams will be offered remotely.

Tests will be a combination of true/false, short answer and multiple choice.

The test will be timed and given on a specific day and time consistent with the university calendar.

Other

Keeping in Touch

Email is the best means of communicating with me as well as meeting before and after class.

To request an individual meeting or to discuss any accommodation you might need you can arrange a meeting in advance via email. We can meet in person, via Zoom or over the phone.

Classroom Courtesy

This course will be a combination of lectures, guest speakers, class discussion, and in-class exercises.

Laptops and/or tablets will be needed when in-class activities are scheduled.

During the lecture sessions, please put your laptops or other electronic devices aside so you can listen and participate.

Also kindly be respectful of fellow students and try to be on time. Silence cell phones during class.

Weekly schedule detailing lecture topics, reading and assignments will be posted on SAKAI and reviewed on the first day of class.

APPENDIX (PLEASE REVIEW)

Policies

Assignments are due at the beginning of class on the due date. Late submissions will be accepted with pre-approval. Points may be subtracted for work submitted late.

Exams need to be taken at the designated time unless an alternative is arranged with me in advance.

If you get sick or face a personal emergency on the day of a test or when a paper is due, send me an email, ideally beforehand.

Incomplete class grades are only given for exceptional reasons. C- must be maintained to count for your major.

Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. These examples of academic dishonesty apply to both individual and group assignments.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
 - Providing information to another student during an examination
 - Obtaining information from another student or any other person during an examination,
 - Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor,
 - Attempting to change answers after the examination has been submitted,
 - Taking an examination by proxy. Taking or attempting to take an exam for someone else is a violation by both the student enrolled in the course and the proxy.
-
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom,
 - Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
 - Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.,
 - Submitting another person's unpublished work or examination material,
 - Allowing another or paying another to write or research a paper for one's own benefit; or
 - Purchasing, acquiring, and using for course credit a pre-written paper.
-
- Submitting the same work for credit in two or more classes, even if the classes are taken in different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml .

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

The Associate and Assistant Deans of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml .

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which

releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

Student Accommodations

Loyola University Chicago provides reasonable accommodations for students with disabilities. Any student requesting accommodations related to a disability or other condition is required to register with the Student Accessibility Center (SAC). Professors will receive an accommodation notification from SAC, preferably within the first two weeks of class. Students are encouraged to meet with their professor individually in order to discuss their accommodations. All information will remain confidential. Please note that in this class, software may be used to audio record class lectures in order to provide equitable access to students with disabilities. Students approved for this accommodation use recordings for their personal study only and recordings may not be shared with other people or used in any way against the faculty member, other lecturers, or students whose classroom comments are recorded as part of the class activity. Recordings are deleted at the end of the semester. For more information about registering with SAC or questions about accommodations, please contact SAC at 773-508-3700 or SAC@luc.edu.

Using AI on assignments

University leadership is currently discussing policies regarding student use of Chat GPT and other AI technology on assignments.

To maintain our culture of excellence and integrity, students are not to use AI assisted technology in the classroom unless they are specifically empowered to do so by their faculty for an assignment, a test, a quiz, or any deliverable that will be graded.

Loyola also has added an AI identifier to its currently used TurnItIn tool to facilitate tracking of copied material.

Student Accommodations

Loyola University Chicago provides reasonable accommodations for students with disabilities. Any student requesting accommodations related to a disability or other condition is required to register with the Student Accessibility Center (SAC). Professors will receive an accommodation notification from SAC, preferably within the first two weeks of class. Students are encouraged to meet with their professor individually to discuss their accommodations. All information will remain confidential. Please note that in this class, software may be used to audio record class lectures to provide equitable access to students with disabilities. Students approved for this accommodation use recordings for their personal study only and recordings may not be shared with other people or used in any way against the faculty member, other lecturers, or students whose classroom comments are recorded as part of the class activity. Recordings are deleted at the end of the semester. For more information about registering with SAC or questions about accommodations, please contact SAC at 773-508-3700 or SAC@luc.edu.

Title IX Notice of Reporting Obligations for Responsible Campus Partners

As an instructor, I am considered a Responsible Campus Partner (“RCP”) under Loyola’s **[Comprehensive Policy and Procedures for Addressing Discrimination, Sexual Misconduct, and Retaliation](#)** (located at **www.luc.edu/equity**). While my goal is for you to be able to share information related to your life experiences through discussion and written work, I want to be transparent that as a RCP I am required to report certain disclosures of sexual misconduct (such as sexual assault, sexual harassment, intimate partner and/or domestic violence, and/or stalking) to the University’s **[Title IX](#)** Coordinator.

As an instructor, I also have a mandatory obligation under Illinois law to report disclosures of or suspected instances of child abuse or neglect (**<https://www.luc.edu/hr/legal-notices/mandatedreportingofchildabuseandneglect/>**).

The purpose of these reporting requirements is for the University to inform students who have experienced sexual/gender-based violence of available resources and support. Such a report **will not generate a report to law enforcement** (no student will ever be forced to file a report with the police). Furthermore, the University’s resources and supports are available to all students even if a student chooses that they do not want any other action taken. Please note that in certain situations, based on the nature of the disclosure, the University may need to take additional action to ensure the safety of the University community. If you have any questions about this policy, you may contact the **[Office for Equity & Compliance](#)** at **equity@luc.edu** or 773-508-7766.

If you wish to speak with a confidential resource regarding gender-based violence, I encourage you to call **[The Line](#)** at 773-494-3810. The Line is staffed by confidential advocates from 8:30am-5pm M-F and 24 hours on the weekend when school is in session. Advocates can provide support, talk through your options (medical, legal, LUC reporting, safety planning, etc.), and connect you with additional resources as needed. More information can be found at **luc.edu/coalition** or **luc.edu/wellness**.

August 2023