

COMM 213-700 Digital Foundations

Loyola University Chicago | SCPS | Jan.16 -March 10

Wednesday Evenings

Zoom (4x), 6:30 – 8:30

INSTRUCTOR

June Mia,
PhD Candidate

Office Hours: Zoom (by appointment)

Email: jmacon@luc.edu

Course Description

Digital marketing or digital communication is now essential to every practitioner in the fields of advertising, corporate communication, and public relations. In this course, we will learn how platforms have revolutionized the interactions between organizations and stakeholders and ways you can use strategy to find and interact your audience. There are tools to reach, attract, and interact with these stakeholders (e.g., consumers, donors, volunteers, and employees), including: online display ads, search listings, e-commerce, and social media. Students will be introduced to digital media toolkits, which include websites, blogs, SEO, website management, email marketing, social media engagement, digital advertising, analytics and emerging technologies.

Prerequisites: COMM 175 or 201

Course Objectives

This course aims to introduce digital tactics relevant to advertising and public relations students. We'll explore the most important digital tactics and apply them to real-world problems and personal branding. You'll also build your skills by learning to use the fundamental tools used in the profession. At the end of the course students will acquire:

- Ability to demonstrate elementary knowledge of digital communication tools.
- Practical understanding and capabilities for creating content across a wide range of media platforms.
- Knowledge of digital media platform technical requirements.
- Digital certification(s) to boost your resume.

Required Text

Kingsnorth, S. (2019). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers. Download for free on Sakai under resources.

Other required or additional readings will be uploaded or linked to Sakai for you. Students should expect that the content from any materials provided could be included in exam(s). Lecture PowerPoints will be provided on Sakai.

Course Format

This is an online course that meets on Zoom occasionally. All assignments take place on Sakai. All appointments and meetings beyond our scheduled class time (e.g., office hours) will take place on Zoom.

Assignment & Grade Breakdown:

| | | |
|---|-----|------------|
| 1. Attendance/Participation | 20% | 100 points |
| 2. Activities | 40% | 100 points |
| 3. Digital Marketing Consulting Project | 30% | 100 points |
| 4. Hootsuite Certificate | 10% | 100 points |

Total Possible: 400 points

Course Grade Scale Minimum %

| | |
|-------|--------|
| Grade | |
| A | 95-100 |
| A- | 92-94 |
| B+ | 89-91 |
| B | 86-88 |
| B- | 83-85 |
| C+ | 80-82 |
| C | 77-79 |
| C- | 74-76 |
| D+ | 71-73 |
| D | 65-70 |
| F | <65 |

All assignments are due at the beginning of class on the due date. Students will receive 10 points off for each day they are late up to 3 days, anything beyond that will result in a zero unless otherwise discussed with the instructor prior the assignment due date.

Each element of the grade is discussed below:**1. Attendance & Participation (20%)**

This includes leadership inside/outside of class, attendance, contribution to class goals, class assignments, and teamwork. Positive contributions to class discussion increase your participation score. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. Failing to attend an entire class session, poor preparation, and detrimental participation decrease your participation score.

*** You will be given periodic in-class instructions for your assignments, and they will *only* be given in class. It is your responsibility to consult classmates for a review of the discussion you miss and to secure a copy from them of any handout that was distributed in class. That means attendance is mandatory.

I will check your attendance at the beginning of the class. Be on time. Arriving late is a disruption and disrespectful both to your classmates and your instructor. As for the lateness policy, two occasions of lateness will be equally treated as one unexcused absence. If you need to arrive late or leave the class earlier, please let the instructor know in advance. If a student misses more than 1 class, the student will receive a 0 in participation points for the course.

If you expect to be absent for any reason advance notification is required for the instructor's approval, not after the fact. Absences for serious medical reasons will be excused if you provide appropriate documentation from the Student Health Center or your personal physician. Absences due to documented family emergencies will also be excused. If students want to make their absence excused, they need to provide the professor with the appropriate documentation with valid contact information within a week. Otherwise, absence will not be considered excused. Falsification of your attendance in any way will result in an "F" for the course.

2. **Activities (40%)**

The activities throughout the course will vary in form from written responses on the Discussion Board (4) to media content/case studies, mini research activities and analyses, and so on—instructions and all necessary material is provided on Sakai. *Activities will be graded for completion.*

Discussion Posts: There are 4 Discussion Posts on Sakai in Forums. These are due by midnight on the dates provided below. Write at least 250 words answering the prompt. Use examples as you state your position. Provide the content or examples asked for within the post, along with your analysis or opinion (back up your opinion with information).

3. **Digital Marketing Consulting Project (30%)**

For this project, you provide social media consulting to an organization (business or non-profit) of your choice. You will choose an organization /business/brand that has the resources to use various platforms of digital media (e.g., websites, social media platforms). The assignment has six integrated parts:

1. **Client Selection (10 points):** Decide what type of client you will focus on for the semester: Real vs. Fake. Person, Place, Company, Non-Profit

Provide a brief overview on Forums. (No duplicates on clients) Who they are, Why they need you as a digital marketer.

2. **Client Digital Assets Analysis (10 points):** You will critically assess whether its digital assets are effectively executed or not. Things to review: Google them! What comes up? Review their website (focus on UX), social media (choose 3 if they have more), how many followers do they have, are they engaged? Do they have good images, do images match their voice?, How's their marketing?

3. **Competitor Analysis (10 points):** You will analyze two comparable businesses and assess their web presence providing numbers of followers, assessment of website, digital platforms, and online presence.
4. **Strategy Proposal (20 points):** Based on your analyses, you will develop a digital strategy for your client. You will specify the goal for digital marketing (ex: some type of campaign); list the objectives you are going to reach, describe key elements for effective digital management; develop a cohesive strategic plan that addresses the different digital foundations (SEO, UX, Social Media, etc).
5. **Example Content Creation (25 points):** Create sample content to go with your strategy recommendations (min: 3 samples; includes blog post, list of potential keywords and explanation as to why, white paper, e-book, social media post developed on Canva or another tool, a podcast recording, ect.).
6. **Presentation (25 points):** Put your assets together in a PowerPoint-style or PDF proposal. All components will be shared in the final presentation. This is your final.

4. **Hoot Suite Certification (10%)**

By the end of the session, students will develop a professional social media portfolio and skill sets on digital media analytics by earning industry recognized certifications on social media and digital.

The certification you can pursue for this course is a certification on social media, provided by HootSuite. You have two options for this mandatory certification: *HootSuite Platform Certification* and *Social Marketing Certification*. HootSuite Platform Certification is a good start point to learn and excel your knowledge on social media, but if you have already earned this one before, I urge you to get Social Marketing Certification instead.

Students can receive these certifications for free (the \$99 fee for Hootsuite Platform Certification and \$199 fee for Social Marketing Certification can be waived with a coupon code that I will provide). HootSuite Certified Professionals are publicly listed on HootSuite's website at <http://learn.HootSuite.com/social-media-consultants>. And you will list your certification on your resume and personal brand web page.

I ask that you follow course material from HootSuite Academy (henceforth HSA) in parallel with this course (see <https://education.hootsuite.com/>). The course schedule provides suggested dates to complete the individual portfolio requirements as well as the due date to submit the completed portfolio via Sakai. I will hand out detailed instructions for the HSA assignment in class.

About HootSuite: HootSuite is the most widely used social media management system. HootSuite is used by 800+ of the Fortune 1000—including WWF, PepsiCo, Virgin, Sony Music—and over 15 million users. HootSuite allows businesses and organizations to collaboratively execute social media strategies across the main social networks from a single dashboard. Advanced functionality includes tools for audience engagement, team collaboration, account security and comprehensive analytics for end-to-end measurement and reporting.

Course Policies

Emails

Please give me at least 48 hours to respond to your emails. I will respond as quickly as I can within this window, but during particularly busy times of the semester, my response may take longer.

Virtual Office Hours & Appointments

I am available to answer questions, help you with the class materials, and so on. Office hours will be held via Zoom on Wednesdays from 11-1 or by appointment. A Zoom link for office hours is provided on Sakai.

Academic Integrity

Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:

- Cheating or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
- Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
- Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.
- For closed-book exams, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
- Turning in the same work for two classes.

Accommodations

Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Student Accessibility Center to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates. Details are available at <https://www.luc.edu/sac/>.

Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

Classroom Behavior

Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (including gendered, racial or ethnic) comments, especially comments directed at a classmate.

Managing Life Crises

If you are experiencing a crisis pertaining to your personal, physical or mental well-being, you have access to the Loyola University Wellness Center, which includes emergency and crisis care for mental health, group counseling, and self-assessment tools. For more information, visit:

<https://www.luc.edu/wellness/mentalhealth/emergencycrisiscare/> or call 773-508-8883. Similarly, I

encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support.

If you are experiencing mental or emotional distress beyond your ability to manage safely right now: The Wellness Center has a service for students who are in crisis and need immediate assistance to speak to counselors and to receive crisis consultation, information on emergency resources, or even be directed to the Emergency Department, if appropriate. This service is available by calling **773-508-2530, Option 3** after hours, which includes weekends and holidays.

Course Schedule

PLEASE NOTE:

The following schedule is **subject to change** and will most likely change. The instructor reserves the right to make changes in the course schedule and class assignments for the good of the class. Students should attend class, check their email and Sakai to make certain they are up-to-date with class activities and aware of any changes.

| Week | Week 1 | | | |
|--------------------------------|--|--|--|--|
| Week 1 1/17 -1/22 | Topic | Discussion | Readings | Assignments |
| | Introduction to Digital Foundations | What is Digital Marketing? | Read Kingsnorth Introduction & Chapter 1: What is Digital Marketing Social Media Career Guide (Sakai) Tik Tok Resume (Sakai) Digital Marketing Made Simple: A Step-by-Step Guide (Sakai) | |
| | 1/18 Wednesday: Meet on Zoom | | | |
| | Types of jobs in the field | Course Introduction Class Introductions | | Discussion Board 1 due by Friday 1/20 midnight on Sakai |
| Week | Week 2 | | | |
| Week 2 1/23 -1/29 | Topic | Discussion | Video | Assignments |
| | | | Read Kingsnorth Chapter 2 & 3: Aligning with your business strategy & Barriers and Considerations Extra credit opportunity Watch Social Dilemma (On Netflix & also available on Youtube). On Sakai provide a one-page response about the film Social Dilemma | |
| | 1/25 Wednesday: No Meeting on Zoom | | | |
| | Topic | Discussion | Readings/ Video | Assignments |
| | | | | 1.Client Selection due |

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|------------------------------|--|---|--|--------------------------------|
| | | | | by midnight on Sakai on Friday |
| Week 3 1/30 - 2/5 | Week 3 | | | |
| | Topic | Discussion | Readings | Assignments |
| | Aligning with your business strategy | Business and Digital Strategy | Read Kingsnorth Chapter 4: Planning | |
| | 2/1 Wednesday: Meet on Zoom | | | |
| | Topic | Discussion | Readings | Assignments |
| Project | Developing Persona Conducting digital strategy analysis | | DQ 2 Due at midnight on Sakai Friday 2. Client Digital Asset Analysis Due by Friday 2/3 at midnight | |
| Week 4 2/6 – 2/12 | Week 4 | | | |
| | Topic | Discussion | Readings | Assignments |
| | Content Strategy | Content Strategy Tools for strategy: Google Trends https://trends.google.com/trends/?geo=US | Read Kingsnorth Chapter 13: Content Strategy | |
| | 2/8 Wednesday: No meeting on Zoom | | | |
| | Topic | Discussion | Readings | Assignments |
| | | | 4. Choose objectives for client strategy and work on Strategy dev throughout the semester | |
| Week 5 2/13 – 2/19 | Week 5 | | | |
| | Topic | Discussion | Readings | Assignments |
| | SEO | What it means to optimize for search engines MOZ | Read Kingsnorth Chapter 5 Links on Sakai: SEO for 2020 Local SEO | Have you done your Hootsuite? |

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|---------------------------------------|--------------|---|---|--|
| | | | Black Hat SEO What is White Hat SEO | |
| 2/15 Wednesday: Meeting on Zoom | | | | |
| | Topic | Discussion | Readings | Assignments |
| | | Lecture: SEO & Competitor Analysis | | DQ3 due by midnight 3.Competitor Digital Asset Analysis Due by midnight Friday |
| Week 6 2/20 -2/26 | Week 6 | | | |
| | Topic | Discussion | Readings | Assignments |
| | Paid Search | Social Media | Read Kingsnorth Chapter 6 & Chapter 7 | |
| 2/22 Wednesday: No Meeting on Zoom | | | | |
| | Topic | Discussion | Readings | Assignments |
| | Social Media | FB, IG, Snapchat, Tik Tok, Twitter, Clubhouse, Podcasts | Read Kingsnorth Chapter 8 Influencer Logic: How Influencer Relations Work (Sakai) Going Viral (Sakai) Social Media Influencers (Sakai) | 4.Strategy Proposal rough draft check -in (ongoing, final due Week 8) |
| Week 7 2/27 - 3/5 | Week 7 | | | |
| | Topic | Discussion | Readings | Assignments |
| | | Presenting your strategy | Read Kingsnorth Chapter 15 | 5. Have you created your example content creation (ongoing, due Week 8) |
| 3/1 Wednesday: Meet on Zoom | | | | |
| | Topic | Discussion | Readings | Assignments |

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|----------------------------------|---|------------|---|----------------------------------|
| | | | | DQ4 due by midnight (3/3) |
| Week 8 3/6-3/11 | Week 8 | | | |
| | Topic | Discussion | Readings | Assignments |
| | | | | |
| | 3/8 Wednesday: No Zoom Meeting | | | |
| | Topic | Discussion | Readings | Assignments |
| | Presentations | | Turn in a recorded PowerPoint presentation and written strategy | Final due (TBA) |

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