
New Media Technology and Its Impact on the Future of Advertising, Marketing & PR

(Prerequisite for The Branding of Me | MEJO 577)



Packet Contains:

- Course syllabus
- Reading Requirements
- Grade expectations and how to meet them

MEJO 477

Fall 2019

Carroll Hall 11- The Reese Lab

Tuesday (section - 001): 5pm - 7:45pm

Wednesday (section - 002): 5pm - 7:45pm

Instructor

Gary Kayye, founder THE rAVe Agency

email | gary@ravepubs.com

phone | 919.868.3358

Office (224) Hours | Tuesday and Thursday

3:15pm - 5pm

919.868.3358

 @NMTIFAMP

 NMTIFAMP Fall 2019

 @gkayye

 facebook.com/garykayye

NEW MEDIA TECHNOLOGY AND ITS IMPACT ON THE FUTURE OF ADVERTISING, MARKETING & PR

COURSE DESCRIPTION

While you've been at UNC, TV (aka video entertainment) has clearly moved away from the wall-hanging "Enchanted Box" to an in-your-hands medium – allowing you to watch shows when you want, where you want and even without ads! Remember when "Gossip Girl" was on at 9 pm on Wednesdays and to see it, you had turn-on your TV at 9 pm and watch it? Well, not anymore. Now you can watch any show ANY time you want AND anywhere you want – both time and place shifting (all without ads; well, not for everyone, though - some people have to look at ads. Who and Why?).

Oh, and video entertainment isn't limited to linear-TV anymore; nor is it limited to non-linear app-based TV either. In fact, it includes everything from YouTube to Facebook Watch, of course, Hulu and Netflix but, isn't TikTok a new form of video entertainment, too? And, all this has an impact on the future of advertising, marketing and PR.

But, it isn't stopping there. More platforms for streaming video, AppleTV, Web 2.0, Web 3.0, social networking, Snap, TikTok App-based entertainment, blogging, viral marketing, Instagram, Tinder and even Twitter are changing the future of marketing and advertising forever. And what about on-line gaming?

Gone will be the days where good-click-thru ads and entertaining print and visual media ads get your product or company noticed. The future will and must get more personal. And, this course will introduce you to the non-traditional, future vision required to be successful in advertising, marketing and PR and the more personal and individualized technologies that will grab people's attention in the future.

SCHEDULE

AUGUST

New Media is a term that's been around for years, but its meaning is dynamic and has evolved. Back in the days of radio, new media was TV. In the 1990s, new media was the Internet. In the last few years, most people would define new media as the impact of social networking and the influence of Web 2.0 technologies. We'll define where new media is as of the start of this semester and then start to consider its impact on the future as it relates to advertising, marketing and PR.

In addition, we'll look at the impact that new media has on current and future metrics of successful advertising and why click-through models will likely die a rapid death in advertising.

SEPTEMBER

Clearly, technology influences what's new media more than anything today. Without the iPhone's impact, the rapid move towards App-based access to the Web wouldn't have been accelerated to what it is today. All the while, TV went from SD to HD, from hanging on a wall to being in the palm of your hand. Traditional advertising is losing momentum and new media advertising is side-swiping many traditional ad firms and advertisers. Soon we'll see location-based and personalized advertising -- with digital signage leading the charge. We'll explore all this and what it means to the future of advertising, marketing and PR. Topics discussed in September include: email marketing, digital signage, share-of-voice marketing, blogging, social influencers, re-targeting, experience marketing and event marketing.

In addition, mid-month we will start the semester's projects.

OCTOBER

Companies like Apple, Google (or Alphabet), Twitter, Facebook, Amazon, Pinterest, HBO, NBC, Hulu, BuzzFeed, Square, YouTube, the Wall Street Journal, USA Today and even the New York Times have helped evolve with new media. Of course, we'll look at them - what they're doing right and what they're doing wrong. Some are even integrating second screen interactivity. All of this has had a huge impact on our daily lives - even if you don't use them at all, ironically. How and why? What's the future of all this? Why does it matter? Where's the money? How can you leverage this? We'll explore and discuss all this as it impacts the future of advertising, marketing and PR. Topics discussed in October will include: social media marketing, content marketing, gamification, take-overs, AI, VR and AR.

Oh, and have you considered you? The impact that regular people are having leveraging new media can't be ignored. Justin Bieber wouldn't be where he is today without new media. Neither would Rebecca Black- and, what about Carly Rae Jepsen?

We'll also work on our projects.

NOVEMBER

This is all about THE FUTURE. You will leave this class knowing more about what's going to happen in the future in regards to not only new media, but also technology in general, than any other class that will graduate from UNC this year -- #FACT. What's Web 3.0 exactly, how personal information displays will be everywhere for us, how virtual reality will become real and when and also how your own personal tech will predict what you want -- these will all be subjects we'll address in November.

Ah, we'll end the month with our presentations...

DECEMBER

You pick the subject! It's your call - and where we have class is up to you, too! Oh, and I'll give you my new media predictions.



READINGS

Required:

1- The Invisible Brand: Marketing in the Age of Automation, Big Data and Machine Learning

Author: William Ammerman

ISBN-10: 1260441253 | ISBN-13: 978-1260441253

2- Various assigned articles posted in the class Facebook group.

Optional:

1- Frenemies: The Epic Disruption of the Ad Business (and Everything Else)

Author: Ken Auletta

ISBN-10: 0735220867 | ISBN-13: 978-0735220867

GRADING RUBRIC

Participation and Attendance : 20%

Mid-Term Exam: 40%

Final Project Work: 40%

OTHER IMPORTANT THINGS

GRADES

Attendance and participation are very important; participation includes not just speaking up in class but also frequently posting on Facebook during class on various topics discussed, tweeting about subjects in class and posting related articles to the Facebook group or on Twitter. Missing class and not doing the readings will negatively affect your grade. Exceptions may be made for extenuating circumstances, but really, just come to class. In addition to being graded by your work on the class project, there is a mid-term exam on the various readings assigned in the Facebook group as well as the required text, The Invisible Brand.

Participation Calculations

- A** • Do all readings before class and be willing and able to discuss them in class. Make an A on the mid-term exam and be an active leader in the class project. Miss two classes or less all semester, but you have to let me know ahead of the day you will miss class.
- B** • Miss more than two classes (for any reason). Participate in class discussions, make a B on the mid-term exam and assist your team in delivering a good final presentation.
- C** • Miss four or more classes (for any reason). Participate minimally in class discussions.
- D** • Miss more than five classes (for any reason). Participate minimally in class discussion.
- F** • Don't do any readings before class, be unwilling to engage in discussion regarding class. Miss more than five classes (for any reason). Deliver a terrible final presentation. Throw food at the professor.

BRANDING OF ME REQUIREMENTS



- 1- Receive an A or B in NMTIFAMP.
- 2- Be willing to read the book Emotional Intelligence over the holiday break before the spring semester.
- 3- Be willing to share **your personal story** with your fellow students in the Branding of Me.



HONOR CODE

I expect that each student will conduct himself or herself within the guidelines of the University honor system <http://honor.unc.edu>. All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

SEEKING HELP

If you need individual assistance, it's your responsibility to meet with me. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

DIVERSITY

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

SPECIAL ACCOMMODATIONS

If you require special accommodations to attend or participate in this course, please let me know as soon as possible. If you need information about disabilities, visit the Accessibility Services website at <https://accessibility.unc.edu/>

ACCREDITATION

The UNC School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.



NMTIFAMP | Fall 2019
@nmtifamp