
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 2021

Carroll Hall Room 11 & HyFlex on Zoom

Wednesday (section - 001): 5 p.m. - 7:45 p.m.

Instructor

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 NMTIFAMP Fall 2020

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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 the only way to watch "Pretty Little Liars" was to sit in front of your living room TV and turn the channel to ABC Family? 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? What about Quibi? 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, the emergence of strength from the AppleTV-like set-top box, 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? Hey, don't think you'll see advertising on Zoom? Oh, you will, trust me!

And, I'd be remiss to not include the likely impact of COVID-19 on the future digital landscape. This isn't a temporary disruption - the so-called "new normal" will shift people away from mass gatherings for a LONG TIME and keep the staggering growth of social media engagement going well into 2024. But, COVID-19 didn't stop there. It will change digital advertising forever. But, lucky you, as we will explore this very carefully so that when you graduate from UNC, you will be prepared to give specific creative examples of how you'd do things when posed this question in a job interview.

And, gone will be the days where good click-thru ads and entertaining print and visual media ads get your product, company or service noticed. The future will and must get more personal- so that you can stand-out among the digital noise. 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 3.0 technologies. We'll define where new media is as of the start of this semester and then start to consider it's 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.

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.



SCHEDULE CONT.

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.

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.

GRADING RUBRIC

Participation: 20%

Mid-Term Paper: 20%

Final Project Work: 30%

Final Exam: 30%



GRADES

Participation is 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.

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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

SYLLABUS CHANGES

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

COUNSELING & PSYCHOLOGICAL SERVICES

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

TITLE IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

POLICY ON DISCRIMINATION

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.



If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

ATTENDANCE POLICY

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

Authorized University activities

- Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
- Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

CLASS POLICY

Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments. Please provide your approach on the course syllabus.

Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University approved absence.

(source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

DIVERSITY STATEMENT

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harassment and discrimination. In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB#5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

MASK USE

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me -- as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct. At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.

