**MEJO 670H-1: Digital AD & Marketing**M&W 11:00 – 12:15 pm | Carrol Hall 0283

**Instructor**: Dr. Xinyan (Eva) Zhao

**Email:** ezhao@unc.edu

**Learning Mode:** In-person (mask-to-mask). You can also access the course through Zoom ( [https://unc.zoom.us/j/96471074844](https://unc.zoom.us/j/96471074844?pwd=a0FvenBzNlFTcjAybnZBZUpUUGJPUT09), meeting ID: 964 7107 4844, password: 670001). All classes will be recorded, and the videos will be available on Sakai.

**Office:** 356 Carrel Hall

**Office hours:** M&W 3:20– 4:20 pm in person or via Zoom (<https://unc.zoom.us/j/5742089274>, Meeting ID: 574 208 9274, no password, with waiting room). Or by appointment.

**COURSE OVERVIEW**

This course will acquaint you with practical knowledge and analytical skills necessary to create, evaluate, and execute social media campaigns. Iwill provide lectures, case studies, hands-on assignments, and engaged activities that will help you in developing a strong social media skill set to take to future job and/or internship in strategic communication.

**LEARNING OBJECTIVES**

* Provide insight about and experience with current and emerging social media tools and digital technologies.
* Have knowledge about various opportunities for strategically implementing digital, social, and mobile media into strategic communication practices and research.
* Understand the importance of managing online reputation and a business/organization’s brand persona through social media applications.
* Provide awareness of ethical, legal, and privacy issues when using social media outlets.
* Be able to listen, participating in, and monitoring online conversations in a professional and strategic manner.
* Present insights and strategies related to digital campaign implementation and best practices.
* Connecting theory and application of social media marketing and the strategic decisions made prior to the implementation of digital campaign.
* Awareness and understanding of the need for research and evaluation when incorporating digital technologies in an overall IMC campaign.

**TEXTBOOK AND READINGS**

* No textbook is required.
* (Recommended) Kim, C. M. (2016). *Social Media Campaigns: Strategies for Public Relations and Marketing* (1st or 2nd Edition). New York: Routledge.
* All required readings are listed on your syllabus and will be distributed through Sakai at least three days prior to their assigned day.

**COURSE POLICES**

**Attendance**

* Attending all classes is essential for this required course. To accommodate those who are immunocompromised and/or medically venerable, students can attend this class either in person or through Zoom. No formal attendance will be taken. Students who attend in-person sessions are required to wear a mask covering the mouth and nose. This course is heavy on group projects (50% of the total grade), and you will have time to work with your group members in class. If you are absent from a synchronous session, it is important to watch the lecture videos and coordinate with your group so you can contribute to any group work.
* If you are absent from any grading event, such as a quiz or a graded class activity, you need an excused absence to make up for the missing work. University approved absences are recognized as excused absences in this class. You must notify me your request with appropriate documents in advance to the class. University approved absences include:
  + University authorized activities such as NCAA.
  + 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).
* If you believe your absence should be excused for other relevant event or a religious holiday, please send me an email detailing the event beforehand. I may require evidence justifying the request as I see fit.

**Mask Use in the Classroom**

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](https://cm.maxient.com/reportingform.php?UNCChapelHill&layout_id=23).  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/>.

**Participation**

Students are expected to complete all readings prior to the beginning of class meetings. This is a discussion-heavy course. Students are asked to participate regularly in class by expressing their opinions and raising questions about the course material. Please be respectful and open to others’ opinions and questions.

**Use of Laptops and Other Technologies**

You are encouraged to use laptops for test-taking, note-taking, research, and other work as assigned in class. However, please minimize use of your laptop and other technologies for non-class purposes to minimize distractions to your classmates and to me.

**Late Work**

Deductions: 10% is deducted the moment an assignment is past the due date and time. Late assignments will receive an additional 10% deduction each additional day after. After ten days, an assignment can no longer be turned in and receive points. It is the student’s responsibility to check that all assignments have successfully uploaded and that they’ve uploaded the correct file.

**Grade Questions**

If you have concerns about a grade, please wait 24 hours after receiving your grade and inform me (and cc Sydney) of this concern via **email**. You should outline your concerns and provide evidence to support your claim in the email. After you contact us about a grade, I will set-up a time to meet with you online or in-person so we can discuss the grade. You have two weeks to challenge a grade after it is posted on Sakai.

**Email & Communication**

I will guarantee a response within 24 hours 9:30 am to 5:30 pm Monday through Thursday. On Fridays and the weekend, I will respond within 24-48 hours as I will work on research projects and grants. Please treat emails to me as professional correspondence. All communication should include your name, your class/session, and a professionally worded message.

**Honor Code**  
I expect that each student will conduct himself or herself within the guidelines of the University honor system ([http://honor.unc.edu](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fhonor.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.

**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](https://ars.unc.edu/) or email [ars@unc.edu](mailto:ars@unc.edu).

**Counseling and 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](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Find more at [safe.unc.edu](https://safe.unc.edu/).

**Policy on Non-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](https://unc.policystat.com/policy/4467906/latest/) 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](https://safe.unc.edu/)) or the [Equal Opportunity and Compliance Office](http://eoc.unc.edu/), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

**Diversity Statement**

The University is committed to fostering a diverse and inclusive academic community and [prohibiting discrimination and harassment](https://eoc.unc.edu/our-policies/ppdhrm/). Our school has adopted diversity and inclusion [mission and vision statements](http://hussman.unc.edu/diversity-and-inclusion) with accompanying goals. Please review these policy statements. Please know that I am fully committed to fostering and enforcing these policies. 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.

**ASSESSMENT & GRADE COMPONENTS**

**Class Participation (10%)**

Everyone is expected to actively participate in class activities and discussions. In addition, everyone should participate in the social media spotlight discussion for at least five times during the semester (5%). You can participate in class *or* on Sakai (e.g., by replying to the post within the week of the presentation). You are expected to engage your classmates and act professionally toward your peers.

**Individual Assignments (22.5%)**

There will be a total of 5 individual assignments. These assignments sharpen your social media skills and help you create a more effective social media campaign for the client. Assignment details will be posted on Sakai.

* Social Media Spotlight Presentation 7.5%
  + Everyone will do a *5-minute presentation* in class.

Before your presentation, create a post about your topic on Sakai. You can share information about your topic and/or ask questions to facilitate synchronized or asynchronized discussion. The post should be informative, concise (about 100 words), and engaging, with visuals and/or URLs.

* + The topic of the presentation can be new social media platforms, tools, or functions (e.g., virtual try on cosmetics), social media strategies and tactics (e.g., content strategies used by your favorite TikTok influencers), or any content related to digital communication not covered in this class (e.g., geocaching). Make sure that your topic is specific so that it can be covered in 5 minutes. Avoid broad topics such as artificial intelligence or digital advertising. Consider your classmates as target audience. Make sure that you use slides and visuals in your presentation so that your presentation is informative, creative, and engaging. *Points will be taken off if your presentation goes below 4 or above 6 minutes.*
  + You will lead a 5-minute discussion after the presentation.
* Certification 5%
  + Google Analytics Beginner. In this class, everyone will participate in the Google Analytics Beginner program through self-learning. This certification program covers the basic skills for online data analytics and campaign tracking. This is due by Nov 22. More details can be found at <https://analytics.google.com/analytics/academy/course/6>
* If you have the certificate of Google Analytics Beginner, here are other options:
  + [Hootsuite](https://education.hootsuite.com/pages/certifications/) Academy’s [social marketing certification](https://education.hootsuite.com/courses/social-marketing-certification) ($199, [free coupon available](https://docs.google.com/document/d/1qtqqq3MiamgD2dvVndOz3KTmc2kco6UvmtPBWBp1xYU/edit?usp=sharing))
  + [HubSpot Academy](https://academy.hubspot.com/certification-overview)’s [social media marketing certification](https://academy.hubspot.com/courses/social-media?library=true&) (free)
  + [Google Analytics Advanced](https://analytics.google.com/analytics/academy/course/7) (free)
  + [Facebook Blueprint](https://www.facebook.com/business/learn/certification/faqs/available-certifications), Digital Marketing Associate ($99)
  + Another certificate upon the instructor’s approval.
* Social media listening 5%

You will work on a hands-on assignment that familiarize you with social media listening. You will use social media listening to monitor presence of an organization on social media and discover key trends in the industry.

* Social network analysis 5%

You will apply the social network analysis to identify influencers in brand communities online and use Netlytic to visualize the brand networks.

**Tests (17.5%)**

There will be a total of two non-accumulative tests during this semester. A test may include multiple choice, true/false, matching, and short answer will be given covering the lecture, readings, assignments, and class discussions.

**Social Media Campaign Team Project (50%)**

Students will be working in teams of 3-4 conducting research and creating a campaign for an organization chosen for this class.

* **Team Forming & Roles**

I will assign students to their teams based on the complementary expertise. Each student must complete a survey providing 1-2 preferences for team roles detailed below, a quick explanation of qualifications for these roles. Surveys should be completed by Wednesday, Aug 18 (midnight).

1. Researcher: A researcher will carry out secondary research to find, discuss, and apply up-to-date research findings. This person will lead the situational analysis. This person will also be responsible for setting up channels of communication for the team and fostering team building and open dialogue.

2. Data Analyst: Each team needs a social media data pro. The ability to gather data, analyze data, visualize data, generate data-based insights, and adjust social media initiatives is a must in today’s social world. This person will lead the assignment of social media audit report.

3. Social Designer: The social designer formulates the overall strategy and work closely with the other members of the team to strategize creative ways to capitalize on certain social media platforms and functions. This person will lead the social media campaign proposal with the content creator.

4. Content Creator: Social media should be engaging, punchy, and to the point. A content creator can weave together a beautiful post using texts and visuals. This person will work with the social designer to lead the social media campaign proposal.

* **Group contract**

Every team should create a group contract outlining expectations for all team members (due Aug 30, Monday). The contract is expected to include (a) ground rules and functions for dealing with assignments as a unit; (b) procedures for participating in projects and meeting deadlines; and (c) steps for contact the instructor when necessary to discipline a team member. More details will be provided on Sakai.

* **Situation Analysis (7.5%)**

This assignment is designed to organize your group around the specifics of the communication challenge you will address and the target public(s) you will study for the rest of the semester. Your SWOT analysis will include the client’s history, mission, vision, and situation analysis. You will also describe and analyze the client’s target audience, particularly on social media. You can also include research on the client’s previous communication efforts, analysis of other peer/competitor organizations, and review any other research about the client. This write-up will be approximately five pages. More details will be provided on Sakai.

* **Social Media Audit (15%)**

You will “audit” your client organization on its social media communication through data analytics and content analysis. Communication professionals commonly use communication audits to assess an organization’s external communication systems, including its strengths and weaknesses. Write a summary report regarding how your client is using digital tools for social media communication. This write-up will be approximately ten pages. More details will be provided on Sakai.

* **Social Media Campaign Proposal (15%)**

In the situational analysis, audience analysis, and social media audit, you have analyzed your client’s target audience, social media activities, and identified some problems and opportunities for your client. In this assignment, you will develop a research-informed social media campaign proposal for the client based on your research findings. For example, your campaign goals and objectives should address the problems that you have identified. This write-up will be approximately ten pages. More details will be provided on Sakai.

* **Client Presentation (7.5%)**

Your group will conduct a 10-minute presentation about your team’s research findings, social media audit, and social media campaign proposal. More details will be provided on Sakai.

* **Team Peer Evaluations (5%)**

You will receive 5% of the total grade if you complete two peer evaluations thoroughly and on time. You will receive a survey link after group assignments in the middle and at the end of the semester to fill out your evaluation. If you do not adequately and accurately evaluate your peers, you will not receive these points. I expect everyone to contribute equally. Should a problem arise with a team member, I expect you to try to solve the problem within the group. If the problem continues, I should be notified in writing. A student’s lack of group project participation as reflected in the peer evaluation and group meeting with me **will be factored into a student’s grade and significantly harm one’s grade.** Under rare circumstance, a team member can be fired if there is (1) majority agreement in the team, (2) a student does not improve after communication/warning, (3) any other rule detailed in the group contract. A petition detailing the reasons and justifying evidence should be submitted to the instructor. The instructor will review the petition and will approve the request if it is reasonable.

**Tentative Point-Grade Scale**

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| --- | --- | --- |
| **Points** | **Grade** | **Descriptions** |
| 93-100 | A | Mastery of course content at highest level; Excellent attainment. |
| 90-92.9 | A- |  |
| 87-89.9 | B+ |  |
| 83-86.9 | B | Strong performance; Good attainment. |
| 80-82.9 | B- |  |
| 77-79.9 | C+ |  |
| 73-76.9 | C | Average performance; Satisfactory attainment of the subject. |
| 70-72.9 | C- |  |
| 67-69.9 | D+ |  |
| 60-62.9 | D- |  |
| 59.9 or below | F | Failed performance; Unacceptable attainment. |

\* subject to minor changes based on the distribution of total points at the discretion of the instructor.

**Tentative Course Schedule**

*\*All reading is to be completed by the day of the lectured topic.*

*\* All due items are to be submitted by start of class unless otherwise noted.*

*\*\*Course schedule will be fixed after the first two weeks of the semester and be subject to minor changes at the discretion of the instructor.*

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| --- | --- | --- | --- |
| **Date** | **Topic** | **Read** | **Due** |
| Aug 18, W | Introduction & Syllabus | Syllabus | Team survey due by midnight |
| Aug 23, M | Impacts of social media on organizations & consumers | Kim, Ch1, pp. 1-20  Quesenberry, Ch1-2  [Social media trends 2021](https://blog.hubspot.com/marketing/social-media-predictions-2017) |  |
| Aug 25,  W | (Zoom) Meet the client - NCTRC |  | Social media spotlight sign-up due by end of day |
| Aug 30, M | Foundation for social media campaign | On Sakai: Quesenberry, Ch6 & Ch4 (pp. 79-94) | Group contract due |
| Sept 1,  W | Audience analysis | Additional readings on Sakai |  |
| Sept 6,  M | Labor Day Holiday – No class |  |  |
| Sept 8,  W | Crafting & managing a brand persona | Kim, pp. 59-62  Additional readings to be posted on Sakai | Audience analysis due |
| Sept 13,  M | Social media listening | Kim, Chapter 2, pp. 23-51  Additional readings to be posted on Sakai |  |
| Sept 15, W | Software for social media listening | Additional readings to be posted on Sakai | **Situation analysis due** |
| Sept 20, M | Social media engagement & virtual communities | Paine (2011)  Quesenberry, Ch 3&5  Additional readings on Sakai |  |
| Sept 22, W | More about social media engagement | Additional readings to be posted on Sakai | Social media listening assignment due |
| Sept 27, M | Test 1 | Additional readings to be posted on Sakai |  |
| Sept 29, W | *Introduce social media campaign assignment* | The brief to be posted on Sakai |  |
| Oct 4, M | (Zoom) Guest sharing – [Dennis Yu](https://www.linkedin.com/in/dennisyu/) on social advertising | Additional readings to be posted on Sakai | Content analysis assignment due by end of day |
| Oct 6, W | (Zoom) Guest sharing - Dr. [Luke Capizzo](https://www.linkedin.com/in/lukecapizzo/): Corporate Social Advocacy  *In-class project work* | Additional readings to be posted on Sakai |  |
| Oct 11, M | Social network analysis | Golbeck (2013): Analyzing the social web - Chapters 1-3 (on Sakai) |  |
| Oct 13, W | Software for social network analysis | Additional readings on Sakai | **Social Media Audit Write-up due**  Peer Eval 1 due by end of day |
| Oct 18, M | Influencer marketing | Quesenberry, Ch12 |  |
| Oct 20, W | Social media campaign planning  Key message design | Kim, pp. 53-59, 72-78  Additional readings on Sakai | Social network analysis assignment due |
| Oct 25, M | Social media strategies & tactics  Guest sharing - [Taylor Shaw](https://www.linkedin.com/in/taylorcshaw/) on social media strategy (TBD) | Kim, pp. 93-117  Additional readings on Sakai |  |
| Oct 27, W | Social media content creation | Additional readings on Sakai | Key message map due |
| Nov 1, M | Test 2 |  |  |
| Nov 3, W | *Introduce social media campaign assignment*  *In-class project work* |  |  |
| Nov 8, M | (Zoom) Guest sharing - Dr. | Additional readings on Sakai |  |
| Nov 10, W | (Zoom only)  1:1 Group Meeting with client |  | Video storyboard due |
| Nov 15, M | Campaign implementation and monitoring | Kim, pp. 122-132  Additional readings on Sakai |  |
| Nov 17, W | *In-class project work* |  |  |
| Nov 22, M | (Out-of-class self-learning) Get [the digital ethics certificate](https://www.pagecentertraining.psu.edu/public-relations-ethics/digital-ethics) (upload the certificate to Sakai) |  | Social media certification due |
| Nov 24, W | Thanksgiving Recess - No class |  |  |
| Nov 29, M | *In-class project work* |  |  |
| Dec 1, W | **LDOC - Final Group Project presentation** |  | **Campaign proposal & Presentation slides due**  Peer Eval 2 due by end of day |