

## MEJO 670-1: Digital AD & Marketing

Tu & Th 11:00 – 12:15 pm | Remote learning

**Instructor:** Xinyan (Eva) Zhao, Ph.D.

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**Remote Learning:** Course content will be delivered through Zoom. You can access all classes through

<https://unc.zoom.us/j/99584861852> (Meeting ID: 995 8486 1852, passcode: 670001).

**Office hours:** Tu & Thu 3:20– 4:00 pm via Zoom <https://unc.zoom.us/j/5742089274> (Meeting ID: 574 208 9274, waiting room enabled); or by appointment. Attend 1:1 group meeting through the office hour Zoom link.

**TA:** Sydney Nicolla ([snicolla@email.unc.edu](mailto:snicolla@email.unc.edu)).

### COURSE OVERVIEW

This course will acquaint you with practical knowledge and analytical skills necessary to create, evaluate, and execute social media campaigns. I will 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

- Kim, C. M. (2016). *Social Media Campaigns: Strategies for Public Relations and Marketing* (1st Edition). New York: Routledge.
- Required readings are listed on your syllabus. All additional readings will be distributed through Sakai.

### COURSE POLICES

#### Attendance

- Attending in-class sessions via Zoom is essential for this capstone course. Students are expected to actively participate in discussions. Each Zoom session will be recorded.
- If you are absent due to technical constraints (e.g., power outage), loss of WIFI connection, or other emergencies such as COVID-19, you must notify me your request in advance to the class or within 5 days after the class. I may require evidence justifying the request as I see fit. If you are absent due to [authorized university activities](#) (e.g., religious holiday/observance), you must email me your request with appropriate documents in advance to the class.

### **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.

### **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 of this concern via **email**. You should outline your concerns and provide evidence to support your claim in the email. After you contact me 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.

### **Honor Code**

All work submitted for this course must be your work. All sources used for information must be properly cited. Academic dishonesty in any form is unacceptable. Your participation in this course comes with the expectation that your work will be completed in full observance of the [University's Honor Code](#). You will need to visit this website the first week of class and complete [the student module](#). If any part of your work reflects inappropriate use of reference materials, I reserve the right to adjust your grades downwards as well as to turn the case over to the University's Honor Committee.

### **Classroom Collegiality & Diversity Policy**

The University is committed to fostering a diverse and inclusive academic community and prohibiting discrimination and harassment. Please review the University policy statements on diversity and inclusivity, and prohibited harassment and discrimination, both in *The Undergraduate Bulletin 2014-2015* at <http://www.unc.edu/ugradbulletin/>. Please know that I am fully committed to fostering and enforcing these policies.

### **Special Accommodations**

If you require special accommodations to participate in this course, please let me know as soon as possible. This includes physical needs, technological needs, chronic medical conditions etc. All accommodations are coordinated through the [Accessibility Resources and Service Office](#). Detailed information about the registration process is available on the ARS website.

## **ASSESSMENT & GRADE COMPONENTS**

### **Participation (20%)**

- [Social Media Spotlight Presentation & Discussion](#) 5%
  - a. Everyone will do a *5-minute presentation* in class. The topic can be new social media platforms, tools, or functions (e.g., VR for cosmetics), innovative social media strategies (e.g., how to succeed on TikTok), or any content related to digital communication not covered in this class (e.g., personal branding). Consider your classmates as target audience. The topic should be of interest to your target audience and how you present

the topic should engage your target audience. The presentation should be informative, creative, and engaging. Make sure that you use slides and visuals in your presentation. 0.5 points will be taken off if your presentation goes below 4 minutes or above 6 minutes.

- b. You will lead a *5-minute discussion* after the presentation.
  - c. 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 asynchronous discussion. The post should be informative, concise (<100 words), and engaging, with visuals and URLs. This is due by 6:00 pm one day before the class.
- Discussion Participation 5%  
Everyone should participate in the social media spotlight discussion for *at least ten times* during the semester (5%). You can participate in class (through audio or chat) *or* on Sakai (any time during that week, due by Sunday midnight). You are expected to engage your classmates and act professionally toward your peers.
  - Class Participation 5%  
Everyone is also expected to participate in class activities during Zoom meetings, actively participate in 1:1 group meeting, ask/answer the questions in class, attend my (or the TA's) office hours etc.
  - Team Peer evaluation (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.

### **Tests (15%)**

There will be a total of two 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.

### **Individual Assignments (15%)**

There will be a total of 4 individual assignments on social media data analytics and content creation. 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.

If you attend my office hour to discuss your learning objective in this class in the first two weeks of the semester, you gain an opportunity to redo an individual assignment of your choice (due within one week after you receive the grade).

- Google Analytics Beginner Certification  
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 April 20, Tuesday (midnight). More details can be found at <https://analytics.google.com/analytics/academy/course/6>
- Social media listening  
You will work on an assignment that familiarize you with a social media analytical software (e.g., Meltwater). You will use different kinds of metrics to analyze a brand's social media presence and recommend relevant strategies.
- Social network analysis  
You will apply the social network analysis to identify influencers in brand communities online and use a software such as Gephi to visualize the brand networks.
- Social media content creation & sharing × 2 times  
You will create content regarding a topic covered by a guest speaker and share it on a social media platform of your choice. You are recommended to @ the guest speaker as it is a great opportunity for you to expand your professional network (the guest speaker typically share your content to his/her network so that you will be connected to some of the guest speaker's contacts). Submit the URL of your post on Sakai.

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

Students will be working in teams of three 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 2-3 preferences for team roles detailed below, a quick explanation of qualifications for these roles. Surveys should be completed by Tuesday, Jan 19 (midnight). Each team will have three team members and each member will be responsible for 1-2 roles.
  1. Researcher: A good understanding of the client, consumers, and the social landscape builds strong foundation for your social media audit and campaign. A researcher will carry out secondary research to find, discuss, and apply up-to-date research findings. This person will lead the situational analysis and audience analysis.
  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 social media audit report and work with the researcher on audience analysis.
  3. Content Creator: Social media should be engaging, punchy, and to-the-point. A content creator can weave together a beautiful post combining textual and visual information. Sometimes there are two people responsible for content creation in a team: a word artisan and a visual guru. This person will work with social designer to lead the social media campaign proposal.

4. 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 work with data analyst to form evidence-based strategy and lead the social media campaign proposal with the content creator.

5. Communication and Professionalism Coordinator: This person will be responsible for setting up channels of communication for the team and fostering team building and open dialogue. This person will also check all reports for cohesive writing, grammar/style, and overall professionalism.

- **Group contract**

Every team should create a group contract outlining expectations for all team members (due Jan 26, Tuesday midnight). 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.

- **Situational Analysis (5%)**

This assignment will familiarize you with the client. Your SWOT analysis will include the client's history, mission, vision, and situation analysis. You should 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.

- **Audience Analysis (5%)**

This assignment builds from the secondary research you have done to date with the SWOT analysis assignment. However, 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. For this assignment, your team will be assessed for using the Facebook Audience Insights and/or Simmons data (and other sources where appropriate) to describe the client's target audience online and the portions of the communication challenge your team will research this semester. 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 with web analytic tools. Communication professionals commonly use communication audits to assess an organization's external communication systems, including its strengths and weaknesses. Write a summary report (13%) regarding how your client is using digital tools for social media communication. This write-up will be approximately 15 pages. Besides the report, the outline is worth 1% of the total grade and the 1:1 group meeting is worth 1% of the total grade. The 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 15 pages. Besides the report (13%), the outline is worth 1% of the total grade and the 1:1 group meeting is worth 1% of the total grade. More details will be provided on Sakai.

- **Client Presentation (10%)**

You 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.

#### **Tentative Point-Grade Scale**

<b>Points</b>	<b>Grade</b>	<b>Descriptions</b>
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.*

*\*\*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.*

Date	Topic	Read	Due
Jan 19, Tu	Introduction & Syllabus	Syllabus	Pre-class survey due (midnight)
Jan 21, Th	Overview: Impacts of social media on organizations & consumers	Kim, Ch1, pp. 1-20 On Sakai: Quesenberry, Ch1-2 <a href="#">Social media trends 2021</a>	Social media spotlight sign-up due (midnight)
Jan 26, Tu	Foundation for social media campaign and strategy	On Sakai: Quesenberry, Ch6 & Ch4 (pp. 79-94)	<b>Group Contract due</b>
Jan 28, Th	Consumer analytics	Additional readings to be posted on Sakai	<b>Situational Analysis due on Friday</b>
Feb 2 Tu	Social media listening	Kim, Chapter 2, pp. 23-51	
Feb 4, Th	More on social media listening	Kim, Chapter 2, pp. 23-51 Additional readings to be posted on Sakai	<b>Audience Analysis due on Friday</b>
Feb 9, Tu	Social media analytical software - Meltwater	Additional readings to be posted on Sakai	
Feb 11, Th	Consumer engagement	Paine (2011) Quesenberry, Ch 3&5	Social media listening assignment due on Friday (midnight)
Feb 16, Tu	No class- Wellness Day ☺		
Feb 18, Th	Invited speaker TBD	Additional readings to be posted on Sakai	Content creation and sharing (a) due on Friday (midnight)
Feb 23, Tu	<b>Test 1</b>		
Feb 25, Th	Meet the client Social Media Audit Brief	The brief to be posted on Sakai	
Mar 2, Tu	<b>1:1 group meeting: Social Media Audit Outline</b>		<b>Social Media Audit outline due before class</b>
Mar 4, Th	IPRRC Conference – no class		
Mar 9, Tu	Out-of-class work: Social media audit report		<b>Social Media Audit report due (midnight)</b>
Mar 11, Th	No class- Wellness Day ☺		

Mar 16, Tu	Crafting & managing a brand persona	Kim, pp. 59-62 On Sakai: Men & Tsai (2015).	
Mar 18, Th	Social network analysis	Golbeck (2013): Analyzing the social web - Chapters 1-3 (on Sakai)	
Mar 23, Tu	Social network analysis software	Additional readings on Sakai	
Mar 25, Th	Influencers Building brand communities	Quesenberry, Ch 12 Additional readings on Sakai	Social network analysis assignment due on Friday (midnight)
Mar 30, Tu	Brand crisis responses	Quesenberry, Ch 13 Additional readings on Sakai	
Apr 1, Th	<b>Test 2</b>	Additional readings on Sakai	
Apr 6, Tu	Invited speaker TBD		Content creation and sharing (b) due by Wednesday (midnight)
Apr 8, Th	Social media campaign planning Key Message Design	Kim, pp. 53-59, 72-78 Additional readings on Sakai	
Apr 13, Tu	Engagement strategies & tactics	Kim, pp. 93-117 Additional readings on Sakai	
Apr 15, Th	Digital content creation	Additional readings on Sakai	
Apr 20, Tu	Campaign implementation and monitoring	Kim, pp. 122-132 Additional readings on Sakai	Google Analytics Beginner due
Apr 22, Th	Invited speaker TBD	Additional readings on Sakai	Content creation and sharing (c) due by midnight
Apr 27, Tu	<b>1:1 group meetings and consultations with Dr. Zhao</b>		<b>Campaign proposal outline due before class</b>
Apr 29, Th	Out-of-class work: Campaign proposal and presentation		
May 4, Tu	<b>Final Group Project presentation</b>		<b>Campaign proposal &amp; Presentation slides due before class</b>