

**Strategic Communication Media:
MMC 6415 (3 credit hours)
School of Mass Communications, College of Arts and Sciences
Spring 2013**

Instructor:	Kelli Burns, Ph.D.	Office hours:	M/W 9-11, W 4-5:30
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Catalog Description

This concepts course emphasizes strategic thinking in media planning for communication campaigns. Students learn the process of critically evaluating media, purchasing media outlets, scheduling media weight and evaluating media impact.

Course Objectives

Social media are having a profound impact on the practice of strategic communications. In this course, we will read research studies with theoretical foundations and reports with practical applications by some of the most important scholars and social media companies in the field. We will also leaning how to use social media tools such as blogs, social networking, wikis, podcasts, videos, social bookmarks, Twitter, Foursquare and other emerging technologies.

Throughout this course, you will:

- Explore how theory can inform the use of social media
- Understand how the communications industry is incorporating social media technologies into practice to meet their objectives
- Create and implement a social media plan for a client organization
- Explore social media platforms and tools
- Review and analyze literature for a paper related to social media
- Learn how to use Radian6 to monitor social media

Textbooks

Tuten, Tracy L., and Michael R. Solomon (2012). *Social Media Marketing*. Prentice Hall.

Scott, David Meerman (2011). *The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly* (3rd ed.). Hoboken, NJ: John Wiley & Sons.

Ryan, Damian and Calvin Jones (2012). *Understanding Digital Marketing: Strategies for Engaging the Digital Generation*. Kogan Page.

Additional readings will be provided as PDFs or URLs. Bring a jumpdrive to class.

Course Requirements

To accomplish the objectives for this course, you will complete the following:

Social Media Campaign Presentation (10%). You will find an article that discusses a recent social media campaign or tactic. Bring in copies of the article for everyone in the class, show some visuals, and talk about the campaign's research, objectives, programming, and evaluation.

Google Online Marketing Challenge (35%). As a team of three students, you will develop and run an online advertising campaign for a business or non-profit organization over a three week period.

eBook (25%). Each student will write a chapter for an eBook on social media.

Radian6 (20%). As a team of three students, you will use Radian6 to monitor social media conversation about a client.

Reading and Participation (10%). I expect you to come to class prepared to discuss the readings. Students could bring the readings to class (either on a laptop/ebook or print-outs) and notes on the readings. You should actively listen and think critically about the issues discussed and then present your own analysis and viewpoints. We will have several pop quizzes throughout the semester to make sure you are keeping up with the reading.

More complete descriptions of all assignments will be provided on Blackboard.

Course Grade

Course Grade: All work will be given a letter grade (including a +/- if appropriate). Grades of A will be counted as 95%, A- as 91.5%, B+ as 88.5%, B as 85%, B- as 81.5%, C+ as 78.5% and so on. F's will be counted as <60% depending on the nature of the F (poor work vs. assignment not completed). Each assignment grade will be weighted (as explained above) to produce a final number grade. This number will translate into your final letter grade.

A = 93-100%
 A- = 90-92.9%
 B+ = 87-89.9%
 B = 83-86.9%
 B- = 80-82.9%
 C+ = 77-79.9%

C = 73-76.9%
 C- = 70-72.9%
 D+ = 67-69.9%
 D = 63-66.9%
 D- = 60-62.9%
 F = <60

Classroom and Course Policies

Class Meetings

Our class meetings will have an informal, yet professional atmosphere, much like a seminar or workshop. Your participation is critical to the success of our class meetings. You are expected to come to class prepared and ready to contribute in a positive manner for us to have the most productive class meetings.

Attendance

Graduate students are expected to be serious about their education. Therefore, attendance is mandatory and absences will affect your participation grade. One absence is acceptable, but two or more absences will impact your final grade.

Reading Assignments

This class involves a lot of reading. If everyone takes our reading assignments seriously, our discussions can be more stimulating. Please bring your weekly readings and notes from readings to class meetings.

Late Assignment Policy

Assignments are due on the assigned date at the beginning of class. If you come to class more than 30 minutes late, your assignment will be counted as late. Assignments can be e-mailed to me before the start of class if you are not attending class on the due date or are running very late. You can also drop off assignments to my office prior to the beginning of class. Assignments turned in within the first 24 hours after the deadline will receive a letter grade reduction. Assignments turned in between 24 and 48 hours after the deadline will receive a two-letter grade reduction. After 48 hours, late assignments will not be accepted and will receive a grade of 0.

Inappropriate Classroom Behaviors

- Reading materials not related to this class
- Using a cell phone or text messaging
- Using a laptop to surf the Web during class

E-mail and Blackboard

I will e-mail you to provide you with any updates about assignments or the class schedule. Blackboard is also used as a place to post grades and assignments. Please make sure that you have a USF email and Blackboard account.

Students with Challenges

Any student with a disability should be encouraged to meet with me privately during the first week of class to discuss accommodations (See Student Responsibilities: <http://www.sds.usf.edu/Students.htm>). Each student must bring a current Memorandum of Accommodations from the Office of Student Disability Services that is prerequisite for receiving accommodations. Accommodated examinations through the Office of Student Disability Services require two weeks notice. All course documents are available in alternate format if requested in the student's Memorandum of Accommodations.

Plagiarism and Cheating

All work in this class is expected to be your own original work. No plagiarizing. No recycling or using work from another class. Work plagiarized or recycled from any source will result in at least a failing grade for the assignment. I will reserve the right to fail you for the class.

The University of South Florida has an account with an automated plagiarism detection service, which allows instructors to submit student assignments to be checked for plagiarism. I reserve the right to submit assignments to this detection system. Assignments are compared automatically with a huge database of journal articles, web articles, and previously submitted papers. The instructor receives a report showing exactly how a student's paper was plagiarized. For more information, go to www.turnitin.com.

Incomplete Grades

Incomplete grades will only be granted when, due to circumstances beyond the control of the student, only a small portion of the required work remains undone and the student is otherwise passing the course.

Religious Observance Absence Policy

Students who anticipate the necessity of being absent from class due to the observation of a major religious observance must provide notice of the date(s) to me, in writing, by the second class meeting.

The USF School of Mass Communications complies with national accrediting standards designed to help prepare students to understand and relate to issues of interest to women and minorities in a multi-cultural, multi-ethnic, multi-racial and otherwise diverse society.

Schedule

Date	Topic/Reading	Due Today
January 9 Day 1	INTRODUCTION (No Class)	
January 16 Day 2	<p><u>INTRODUCING</u></p> <p>Anderson, C. (2004, October). The long tail. <i>Wired</i>, 12.10. http://www.wired.com/wired/archive/12.10/tail.html</p> <p>Levine, R., Locke, C., Searls, D. & Weinberger, D. (2001). <i>Cluetrain manifesto</i>, Chapter 4. http://www.cluetrain.com/book/markets.html</p> <p>O'Reilly, T. (2005). What is Web 2.0? http://oreilly.com/lpt/a/6228</p> <p><i>New Rules</i>, Chapters 1-3</p>	<p>Create a blog (Wordpress recommended), Twitter account and LinkedIn profile. Connect to Dr. Burns (@kellisburns and http://www.linkedin.com/in/kellisburns). You can tweet the class using the hashtag #mmc6415.</p> <p>A good Twitter tutorial is located at: http://mashable.com/guidebook/twitter/</p>
January 23 Day 3	<p><u>INTRODUCING</u></p> <p>boyd, D., & Ellison, N. (2007). Social network sites: Definition, history, and scholarship. http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html</p> <p>Nielsen. The social media report 2012. http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2012-Reports/The-Social-Media-Report-2012.pdf (nielsen.pdf)</p> <p>Shirky, C. (2011). The political power of social media. <i>Foreign Affairs</i>. http://www.gpia.info/files/u1392/Shirky_Political_Poewr_of_Social_Media.pdf (shirky.pdf)</p> <p>Gladwell, M. (2011) The revolution will not be tweeted. <i>The New Yorker</i>. http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell</p> <p><i>New Rules</i>, Chapters 4-6</p>	<p>Start reading Mashable.com, ReadWriteWeb.com and subscribe to MediaPost (suggested subscriptions are Online Media Daily, Social Media Insider, Video Daily, Social Media & Marketing Daily).</p>

<p>January 30 Day 4</p>	<p><u>RELATING</u></p> <p>Tallapragada, M., Misaras, I.C., Burke, K., and Waters, R.D. (2012). Identifying the best practices of media catching: A national survey of media relations practitioners. <i>Public Relations Review</i>, 28, 936-941. (tallapragada.pdf)</p> <p>Cision (2011). Earned media, owned media, and the new marketing mix. White paper. (cision.pdf)</p> <p><i>New Rules</i>, Chapters 7-10</p>	<p>Campaign Presentations</p>
<p>February 6 Day 5</p>	<p><u>BRANDING</u></p> <p>Hobsbawm, A. Brands 2.0: Brands in a digital world. http://smallbig.typepad.com/files/brand-2.0.pdf (hobsbawm.pdf)</p> <p>Demerling, R.S. (2010). Twitter me this, Twitter me that: The marketization of brands through social networking sites. http://journals.sfu.ca/cpt/index.php/stream/article/view/50/29 (demerling.pdf)</p> <p>Labrecque, L.I., Markos, E., & Milne, G.R. (2011). Online personal branding: Processes, challenges, and implications. <i>Journal of Interactive Marketing</i>, 25 (1), 37-50. (labrecque.pdf)</p> <p><i>New Rules</i>, Chapters 11-15</p>	<p>Campaign Presentations</p>
<p>February 13 Day 6</p>	<p><u>USER-GENERATING</u></p> <p>Howe, J. (2006). The rise of crowdsourcing. http://www.clickadvisor.com/downloads/Howe_The_Rise_of_Crowdsourcing.pdf (howe.pdf)</p> <p>Van Dijck, J. (2009). Users like you? Theorizing agency in user-generated content. (vandijck.pdf)</p> <p>(continued)</p>	<p>Campaign Presentations</p>

	<p>Brabham, D.C. (2010). Moving the crowd at threadless: Motivations for participation in a crowdsourcing application, <i>Information, Communication & Society</i>. http://www.tandfonline.com/doi/pdf/10.1080/13691181003624090</p> <p><i>New Rules</i>, Chapters 16-19</p>	
February 20 Day 7	<p><u>LOCATING</u></p> <p>Burns, K.S. (2012, in press). Checking-in or checking-out?: Self-presentation and privacy considerations of Foursquare users. (burns2012.doc)</p> <p>Kelley, P.G., Benisch, M., Cranor, L.F. & Norman Sadeh (2010). When are users comfortable sharing locations with advertisers? <i>CMU Technical Report CMU-ISR-10-126</i>. http://www.cs.cmu.edu/~mbenisch/publications/CMU-ISR-10-126.pdf (kelley.pdf)</p> <p>Barnes, S.B. (2006). A privacy paradox: Social networking in the United States. <i>First Monday</i>, 11(9). http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/1394/1312</p> <p><i>New Rules</i>, Chapters 20-23</p>	Campaign Presentations
February 27 Day 8	<p><u>MANAGING</u></p> <p>Hovey, W.L. (2010). Examining the role of social media in organization-volunteer relationships. <i>Public Relations Journal</i>, 4(2). http://www.prsa.org/SearchResults/download/6D-040205/0/Examining_the_Role_of_Social_Media_in_Organization (hovey.pdf).</p> <p>Walton, L. R., Seitz, H. H., & Ragsdale, K. (2012). Strategic use of YouTube during a national public health crisis: The CDC's response to the 2009 H1N1 flu epidemic. <i>Case Studies in Strategic Communication</i>, 1, article 3. Available online: http://cssc.web.unc.edu/cases/v1/art3</p> <p>(continued)</p>	Radian6 project due

	<p>The Social Media Playbook http://blog.360i.com/social-media/playbook (socialplaybook.pdf)</p> <p><i>Social media marketing</i>, Chapters 1-3</p>	
<p>March 6 Day 9</p>	<p><u>INFLUENCING</u></p> <p>Burns, K. (2011). Mommy bloggers speak out: Reactions to the FTC's revised guides concerning the use of endorsements and testimonials. <i>Journal of New Communications Research</i>. (burns2011.doc)</p> <p>Holton, A., and Coddington, M. (2012). Recasting social media users as brand ambassadors: Opening the doors to the first 'Social Suite.' <i>Case Studies in Strategic Communication</i>, 1, article 2. Available online: http://cssc.web.unc.edu/cases/v1/art2</p> <p>Mangold, W.G., and Smith, K.T. (2012). Selling to millenials with online reviews. <i>Business Horizons</i>, 55 (2), 143-151. (mangold.pdf)</p> <p><i>Social media marketing</i>, Chapters 4-5</p>	<p>Campaign Presentations</p>
<p>March 13</p>	<p>Spring Break</p>	
<p>March 20 Day 10</p>	<p><u>MOBILING</u></p> <p>The Mobile Marketing Playbook http://www.360i.com/pdf/360i-Mobile-Marketing-Playbook.pdf?v1.1 (mobilemarketing.pdf)</p> <p>Kaplan, A. M. (2012). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. <i>Business Horizons</i>, 55, pp. 129-139.</p> <p>Razorfish. Forget mobile--think multiscreen. In Outlook Report Vol. 10. http://razorfishoutlook.razorfish.com/articles/forge_tmobile.aspx#01</p> <p><i>Social media marketing</i>, Chapters 6-8</p>	<p>Book Chapter Due</p>

<p>March 27 Day 11</p>	<p><u>ENGAGING</u></p> <p>Lin, J.-S., & Pena, J. (2011). Are you following me? A content analysis of TV networks' brand communication on Twitter. <i>Journal of Interactive Advertising</i>, 12(1). http://jiad.org/article150 (lin.pdf)</p> <p>Men, L.R., and Tsai, W.-H. (2012). How companies cultivate relationships with publics on social network sites: Evidence from China and the United States. <i>Public Relations Review</i>, 38 (5), 723-730. (men.pdf)</p> <p>Barone, L. (2012). Nine Tweet types for your Twitter strategy. Available at: http://smallbiztrends.com/2012/04/9-tweet-types.html</p> <p>Lovejoy, K., Waters, R.D., & Saxton, G.D. (2011). Engaging stakeholders through Twitter: How nonprofit organizations are getting more out of 140 characters or less. <i>Public Relations Review</i>, 38 (2), 313-318. (lovejoy.pdf)</p> <p><i>Social media marketing</i>, Chapters 9-10</p>	<p>Campaign Presentations</p>
<p>April 3 Day 12</p>	<p><u>MONITORING</u></p> <p>Jin, Y., & Liu, B.F. (2010). The blog-mediated crisis communication model: Recommendations for responding to influential external blogs. (jin.pdf)</p> <p>Radian 6 (2010). Listening, measuring and engagement primer. (radian6.pdf)</p> <p><i>Digital Marketing</i>, Chapters 1-4</p>	
<p>April 10 Day 13</p>	<p><u>MONITORING/MEASURING</u></p> <p>Paine, K.D., & Paarlberg, B. (2011). Easy strategies to start measuring your public relations and social media. http://kdpaine.blogs.com/themeasurementstandard/2011/01/easy-strategies-to-start-measuring-your-public-relations-and-social-media.html</p> <p>(continued)</p>	

	<p>Hoffman, D., & Fodor, M. (2010). Can you measure the ROI of your social media marketing? (hoffman.pdf)</p> <p>Radian 6: Practical social media measurement and analysis. http://www.radian6.com/wp-content/uploads/2010/03/Radian6_eBook_March2010.pdf (radian.pdf)</p> <p><i>Digital Marketing</i>, Chapters 5-7</p>	
<p>April 17 Day 14</p>	<p><u>MEASURING</u></p> <p>Paine, K.D. (2011). <i>Measure what matters</i> (Chapters 5, 6, and 8). Paine.pdf</p> <p>Razorfish. It's not enough to be liked—getting serious about social. In <i>Outlook Report Vol. 10</i>. http://razorfishoutlook.razorfish.com/articles/gettingserious.aspx</p> <p><i>Digital Marketing</i>, Chapters 8-11</p>	
<p>April 24 Day 15</p>	<p>Google AdWords presentations</p>	<p>Google AdWords project due</p>