Advanced Digital & Social Media

# COURSE INFORMATION

## Course Description

Students will use the latest technologies to leverage data to create managerial-level data-driven communications campaigns while learning best practices in digital team and brand management. Students learn through case-study assessment, relevant successes and failures of major brand campaigns while practicing through advanced terminology and gain hands-on experience with industry standard tools and platforms. Methods of evaluation with advanced analytics are used to design search strategy, and observe trends in order to drive campaign strategy, content, and exceed overarching business goals through data-driven insights. Additionally, students will gain experience with digital team structures and best practices in the often complicated, management of digital teams.

# THEMES EXPLORED DURING COURSE

* New in Tech & Trends (AI focus)
* LUPE Model for Developing Data-Driven Campaigns
* Big Data & Decisions
* Advertising, PR, Marketing and Social Media (PESO Model)
* Visual Storytelling Techniques & Strategies
* Advanced Social Analytics and Google Analytics – Beyond the platforms
* Management of Digital Teams. Customer Experience and Expectations
* Data Driven Insights on Influence
* Corporate Social Responsibility/ Corporate Activism
* Ethics & Law
* Personas/Segmentation
* KPIs
* SEO/SEM
* Keyword Strategy
* Content Creation/Curation

## Learning Objectives

After taking this course, students will be able to:

1. Identify the various forms of data-driven insights and technology used in the modern practice of marketing, public relations, and advertising.
2. Explain various ways models and theory are used with data to inform effective strategic communication strategy and practice.
3. Describe and consult via the legal and ethical issues surrounding use of communication technology and data in a variety of communications fields
4. Explain the convergence of effective management of digital communications tools and teams.
5. Analyze and compare tools and communication principles employed through case study, in their professional use on behalf of brands today.

## Required Texts and Materials

Please note that there will be required readings accessible in the toolbox in addition to the materials listed below.

1. Luttrell, R., Emerick, S., & Wallace, A. (2021). *Digital Strategies: Data-Driven Public Relations, Marketing, and Advertising.* Oxford.

**GROUP WORK EXPECTATIONS**Throughout the semester you will be working with a designated partner on assignments, projects, and asynchronous activities. Your instructor will go into more detail about how partners will be selected. You will be expected to meet with your partner frequently throughout the semester.

# COURSE ASSESSMENTS AND DELIVERABLES TABLE

|  |  |  |
| --- | --- | --- |
| **Assignment** | **Total Possible Points** | **Week Due** |
| Podcast Listening Assignment | 5 | Weekly; Duration of the semester – weeks 2-11 |
| Brand selection and brief | 25 | 2 |
| Social Media Audit & Twitter Strategy of PR/ADV/MAR Blogs | 50 | 3 |
| Social Media Audit and Sentiment Report | 50 | 3 |
| Audience Persona | 25 | 4 |
| Google Analytics Certification | 50 | 5 |
| Social Media Content Bucket | 50 | 6 |
| Whitepaper to Infographic to Pitch to CMO/CEO | 25 | 7 |
| Designing your digital department | 25 | 8 |
| Issues in Management: Strategy Pitch | 50 | 9 |
| Analyzing Artificial Intelligence & Machine Learning | 50 | 11 |
| Final Project: Comprehensive Social Media Audit and Strategy | 200 total:  Certification: 50  Presentation: 50  Paper: 100 | 11 |
| **Total:** | XXX |  |

## Grading Tables

Insert your university grading table here.

|  |  |
| --- | --- |
| **Grade** | **Value** |
| A | 93-100 |
| A- | 90-92 |
| B+ | 87-89 |
| B | 83-86 |
| B- | 80-82 |
| C+ | 77-79 |
| C | 73-76 |
| C- | 70-72 |
| N/A | N/A |
| F | Below 70 |

# COURSE SPECIFIC POLICIES:

## Insert course specific policies here.

# UNIVERSITY POLICIES:

Insert your university policies here.

# COURSE SCHEDULE BY WEEK

*Course readings will be updated when texts publish and based on most recent developments in digital space. Current selections are provided as an example. Course activities/assignments may be revised based on class access to data platforms and advancements in the field of digital media.*

|  |  |  |
| --- | --- | --- |
| **Week** | **Topic** | **Required Reading and Assignment** |
| **Week 1** | **Introduction to Advanced Social Media for Communicators** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: An Era of Artificial Intelligence, LUPE Model-Developing Data-Driven Campaigns   **Available in Course Resources section:**   * *Team Creative Brief: Creative and Account Teams Speak Out on Best Practices - Blakeman & Taylor 2019*   **Links**   * *How to write a rock solid brief - Oberthaler retrieve here:* [*https://www.ziflow.com/blog/creative-brief*](https://www.ziflow.com/blog/creative-brief)   **Assigned:**   * Brand selection and brief * Podcast weekly assignment   **Due:** No assignments due this week |
| **Week 2** | **Research in Digital - Listening, Monitoring, and Environmental Scanning The Social Web** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Anything Can Be Measured Measure What Counts   **Available in Course Resources section:**   * The two side coin of the online social media: eradicating the negatives and augmenting the positives - Asamoah, 2019 * Mental health problems and social media exposure during COVID-19 outbreak - Gao et al., 2020 * Social Media Use and Mental Health among Young Adults - Berryman et al., 2017   **Assigned:**   * Social Media Audit & Twitter Strategy of PR/ADV/MAR Blogs * Social Media Audit and Sentiment Report   **Due:** Brand selection and brief |
| **Week 3** | **Ethics, the Law, Audience and Influence** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Corporate Social Responsibility & Corporate Activism   **Available in Course Resources section:**   * *Learning what our target audiences think and do: extending segmentation to all four bases - Kitunen et al., 2019* * *Traveler segmentation through Social Media for intercultural marketing purposes: The case of Halkidiki - Mavragani, et al., 2020*   **Assigned:** Audience Persona  **Due:**   * Social Media Audit & Twitter Strategy of PR/ADV/MAR Blogs * Social Media Audit and Sentiment Report |
| **Week 4** | **Data Analysis in Communications and Data-Driven Strategic Campaigns** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Convergence of Social Media, Search & Content Marketing, LUPE Model Developing Data-Driven Campaigns   **Available in Course Resources section:**   * *Adaption to data-driven practices in civil society organizations: A case study of Amnesty International - Macintyre, 2020* * *The Myths of Data-Driven Campaigning - Baldwin-Philippi, 2017* * *Data-Driven Personas for Enhanced User Understanding: Combining Empathy with Rationality for Better Insights to Analytics - Jansen, et al., 2020*   **Assigned:** Google Analytics Certification  **Due:** Audience Persona |
| **Week 5** | **Content Creation Cycle Systems Using Data** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace:Data-Driven Influencer Strategy, Engagement Through Crowdsourcing   **Available in Course Resources section:**   * *“This is not sponsored content” - The effects of impartiality disclosure and e-commerce landing pages on consumer responses to social media influencer posts - Stubb & Colliander, 2019* * *Social Media Influencers in Strategic Communication: A Conceptual Framework for Strategic Social Media Influencer Communication - Enke & Borchers, 2019* * *Relationship management through social media influencers: Effects of followers’ awareness of paid endorsement - Dhanesh & Duthler, 2019* * *Urban Influencers: An Analysis of Urban Identity in YouTube Content of Local Social Media Influencers in a Super-Diverse City - van Eldik, et al., 2019*   **Blogs:**   * A Checklist: 5 steps toward better blogging - Wallace, 2019 <https://grbj.com/news/a-checklist-5-steps-toward-better-blogging/>   **Assigned:**   * Social Media Content Assignment * Begin working on Final Project: Comprehensive Social Media Audit and Strategy (Certification, Presentation, Paper)   **Due:** Google Analytics Certification |
| **Week 6** | **Data Visualization and Using Multimedia in Communications** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Creating Compelling Content Through Visual Storytelling   **Links:**   * Online Ad Types and Formats (<https://www.wordstream.com/online-ads>)   **Available in Course Resources section:**   * *Visualizing the terror threat: The impact of communicating security information to the general public using infographics and motion graphics - Lonsdale et al., 2019* * *Communicating with Data: Telling the Extension Story in Credible and Actionable Ways - Craig & Borger, 2019* * *From Decoding a Graph to Processing a Multimodal Message - Engebretsen, 2020*   Note: Be prepared to discuss the organization of your brand’s communications department with a focus on the digital team during the session NEXT week.  **Assigned:** Whitepaper to Infographic to Pitch to CMO/CEO  **Due:** Social Media Content Assignment |
| **Week 7** | **Management in Communications/Digital Teams** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Social Customer Experience (CX)   **Available in Course Resources section:**   * Winning the Digital War for Talent - Kane et al., 2017 * *Leading teams in the digital age: Four perspectives on technology and what they mean for leading teams,* Larson & DeChurch, 2020 * What Science Says About Identifying High-Potential Employees - Chamorro-Premuzic et al., 2017 * Essays on the influence of female representation on the top management team on firms’ marketing strategy in the digital age - Srivastava, 2019   **Blogs:**   * *How to Build a Dynamic Social Media Team* [*https://sproutsocial.com/insights/social-media-team/*](https://sproutsocial.com/insights/social-media-team/) * *How to Build an All-Star Social Media Team in 5 Steps* [*https://buffer.com/library/social-media-team/*](https://buffer.com/library/social-media-team/) * What is Digital Project Management? <https://thedigitalprojectmanager.com/digital-project-management/>   **Assigned:** Designing your digital department hierarchy and job descriptions.  **Due:** Whitepaper to Infographic to Pitch to CMO/CEO |
| **Week 8** | **Digital Issues Management Pre-Crisis** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Crisis Communication in a Data-Driven World   **Available in Course Resources section:**   * *Sensemaking and Communication Roles in Social Media Crisis Communication - Stieglitz, et al., 2017* * *Leverage Social Media in Times of Crisis - Wittern & Elliott, 2020* * *Stronger, Fitter, Better: Crisis management for the resilient enterprise - Deloitte, 2018*   **Blogs:**   * The secret to modern crisis response success - Luttrell & Wallace, 2019 <https://www.prdaily.com/the-secret-to-modern-crisis-response-success/>   **Assigned:** Issues in Management: Strategy Pitch  **Due:** Designing your digital department |
| **Week 9** | **Digital Issues Management Crisis to Post-Crisis** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Geofencing & Hyper Targeting Strategies   **Available in Course Resources section:**   * *Emerging and Recurring Data-Driven Storytelling Techniques: Analysis of a Curated Collection of Recent Stories - Stolper et al., 2017* * *Data Comics: Sequential Art for Data-Driven Storytelling - Zhao et al., 2015* * *Understanding Partitioning and Sequence in Data-Driven Storytelling - Zhao et al., 2019 p. 328-338*   **Blogs:**   * Microsoft’s Take on Data-Driven Storytelling <https://www.microsoft.com/en-us/research/project/data-driven-storytelling/>   **Podcasts:**   * Pro Panel on COVID-19 PR Nation <https://pr-nation.simplecast.com/episodes/pro-panel-on-covid-19> * How has the virus changed PR? PR Nation <https://pr-nation.simplecast.com/episodes/how-has-the-virus-changed-pr>   **Assigned:** Prepare for the Final Project: Comprehensive Social Media Audit and Strategy (Certification, Presentation, Paper)  **Due:** Issues in Management: Strategy Pitch |
| Week 10 | **Artificial Intelligence, Machine Learning, and The Future of the Digital Space – What’s Next?** | **Reading(s):**  **Books:**   * Luttrell, Emerick, & Wallace: Future Implications of Data-Driven Decisions   **Blogs:**   * Why and how PR pros should embrace artificial intelligence -Luttrell & Wallace, 2019 <https://www.prdaily.com/why-and-how-pr-pros-should-embrace-artificial-intelligence/>   **Assigned:** Analyzing Artificial Intelligence & Machine Learning  **Due:** No assignments due this week |
| Week 11 | **Final Class/Personal & Brand Presentations/Wrap Up** | **Due this week (your instructor will provide you with submission timelines):**   * Final Project: Comprehensive Social Media Audit and Strategy (Certification, Presentation, Paper) * Analyzing Artificial Intelligence & Machine Learning |