Syllabus - Fall 2015

Excluding materials for purchase, syllabus information may be subject to change. The most up-to-date syllabus is located within the course in HuskyCT.

Course and Instructor Information

Course Title: Digital Media Strategies for Business (DMD 5700)
Credits: 3
Format: Online via HuskyCT
Prerequisites: none

Professor: William Congdon
Email: William.Congdon@UConn.edu

Office Hours/Availability: Mondays 3:30-4:30 pm, Wednesdays 4:00-5:00 pm or by email appointment

Course Materials

Required course materials should be obtained before the first day of class.

Texts are available through a local or online bookstore. The UConn Co-op carries many materials that can be shipped via its online Textbooks To Go service.

Required Material:


Additional course readings and media are available within HuskyCT, through either an Internet link or Library Resources

Course Description

Digital Media Strategies for Business is designed to introduce students to the latest digital media concepts and platforms including: digital consumer behavior; website and video strategies; content marketing and email programs; social media; digital advertising; mobile platforms; e-commerce, and digital analytics. Case examples will be used to examine and understand how innovative brands are integrating digital media into their marketing plans today and what the digital possibilities will be in the future.

Course Objectives
By the end of the semester, students should be able to:

1. Analyze the different types of digital platforms and tools businesses use for marketing.
2. Analyze trends of digital consumers and marketers, including how digital media is changing consumer behavior and how brands strategize and plan.
3. Evaluate different digital media strategies and approaches that brands use.
4. Develop and create a digital media marketing plan for a brand.

Course Outline

Module 1: The History of Media and Digital Disruption
Module 2: Digital Media Strategy/Creating a SWOT and Situation Analysis
Module 3: The Digital Consumer/Developing a Target Market and Persona
Module 4: The Brand’s Marketing Website/Paid, Earned and Shared Media
Module 5: Social Media Marketing and Consumer Engagement/Developing Marketing Objectives and Strategies
Module 6: Content Marketing/Digital Media Marketing Strategies
Module 7: Online Advertising
Module 8: Email Marketing
Module 9: Mobile and App Strategies and Tactics
Module 10: Public Relations and Online Reputation Management
Module 11: Measuring and Evaluating Digital Media
Module 12: Digital Publishing/Media (Print, Music and Television/Film)
Module 13: Digital Retailing and E-Commerce

Course Requirements and Grading

Summary of Course Grading:

<table>
<thead>
<tr>
<th>Course Components</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (six)</td>
<td>20%</td>
</tr>
<tr>
<td>Discussions (twenty-seven forums)</td>
<td>30%</td>
</tr>
<tr>
<td>Digital Media Showcase</td>
<td>15%</td>
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<tr>
<td>Team Project</td>
<td>35%</td>
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Quizzes (20%)
There are 6 quizzes in the course. Each quiz will be graded out of 100 points. Quizzes will be a combination of multiple-choice, ranking, matching and short answers.

Discussions (30%)
There are twenty-seven discussion forums based on the module’s readings. Students are expected to post to each discussion and give a response to a classmate’s post. Each discussion forum will be graded out of 100 points. Grading will be based on submitted your initial post, responding to a classmate’s post, the extent that the content of the post addresses the discussion topic and the extent of the analysis of your response to a classmate’s post.

Digital Media Showcase (15%)
Each student will create a presentation on a brand’s current digital media marketing effort. Additionally, each student will respond to questions and comments about the presentation, posted by classmates. The Digital Media Showcase will be graded out of 100 points. Grading will be based on completion of each step of the assignment:

- The outline provides the major points of how you will organize your presentation.
Comprehension of the promotion or campaign's target market, objective and purpose of the messaging.

The organization and flow of your presentation. Was the content organized in a logical way that created a flow and build from introduction to conclusion?

The overall design and look of the presentation. Did the presentation represent the company, brand, product or service that you showcased? Was the presentation designed in a professional and creative way?

Responding to comments. Did you address the comments and questions with facts and insight.

Team Project (35%)
Students will be divided into teams to work on a digital media marketing plan for a brand or organization. The plan will include analysis, development of objectives, target markets, strategy, tactics and evaluation. The team project will be graded out of 100 points. Grading will be based on the completion of each step of the project:

- Analysis (SWOT and Situation Analysis)
- Defining your Target Market and developing a Persona
- Developing your Objectives and Goals for the plan
- Creating a Strategy for the foundation of your plan
- Choosing and developing the Tactics that you'll use to achieve your objectives
- Developing an Evaluation plan to measure the effectiveness of your plan
- Final Presentation:
  - Organization
  - Justification of your decisions
  - The use of digital media elements to achieve your objectives
  - Creativity in your recommendations
  - Design and professional representation of your plan

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Letter Grade</th>
<th>GPA</th>
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<tbody>
<tr>
<td>97-100</td>
<td>A+</td>
<td>4.3</td>
</tr>
<tr>
<td>93-96</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>90-92</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>83-86</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>80-82</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
<td>2.3</td>
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<tr>
<td>73-76</td>
<td>C</td>
<td>2.0</td>
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<tr>
<td>70-72</td>
<td>C-</td>
<td>1.7</td>
</tr>
<tr>
<td>67-69</td>
<td>D+</td>
<td>1.3</td>
</tr>
<tr>
<td>63-66</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
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<td>0.7</td>
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<tr>
<td>&lt;60</td>
<td>F</td>
<td>0.0</td>
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Due Dates and Late Policy
All course due dates are identified in the Course Schedule. Deadlines are based on Standard Time on the UConn campus. If you are in a different time zone, please adjust your submittal times accordingly. The instructor reserves the right to change dates accordingly as the semester progresses. All changes will be communicated in an appropriate manner and will be noted on the Course Schedule.

Late Policy
If deadlines for discussion boards and assignments are missed, the following percentages will be taken off of the grade:
Feedback and Grades
I will make every effort to provide feedback and grades in 72 hours or sooner. To keep track of your performance in the course, refer to My Grades in HuskyCT.

Student Responsibilities and Resources

As a member of the University of Connecticut student community, you are held to certain standards and academic policies. In addition, there are numerous resources available to help you succeed in your academic work. This section provides a brief overview to important standards, policies and resources.

Student Code

You are responsible for acting in accordance with the University of Connecticut's Student Code. Review and become familiar with these expectations. In particular, make sure you have read the section that applies to you on Academic Integrity:

- Academic Integrity in Undergraduate Education and Research
- Scholarly Integrity in Graduate Education and Research

Cheating and plagiarism are taken very seriously at the University of Connecticut. As a student, it is your responsibility to avoid plagiarism. If you need more information about the subject of plagiarism, use the following resources:

- Plagiarism: How to Recognize it and How to Avoid It
- University of Connecticut Libraries' Student Instruction (includes research, citing and writing resources)

Copyright

Copyrighted materials within the course are only for the use of students enrolled in the course for purposes associated with this course and may not be retained or further disseminated.

Netiquette and Communication

At all times, course communication with fellow students and the instructor are to be professional and courteous. It is expected that you proofread all your written communication, including discussion posts, assignment submissions, and mail messages. If you are new to online learning or need a netiquette refresher, please look at this guide titled, The Core Rules of Netiquette.

Adding or Dropping a Course

If you should decide to add or drop a course, there are official procedures to follow:

- Matriculated students should add or drop a course through the Student Administration System.
- Non-degree students should refer to Non-Degree Registration Information located on the registrar’s website.

You must officially drop a course to avoid receiving an "F" on your permanent transcript. Simply discontinuing class or informing the instructor you want to drop does not constitute an official drop of the course. For more information, refer to the:

- Undergraduate Catalog
- Graduate Catalog
Academic Calendar

The University's Academic Calendar contains important semester dates.

Academic Support Resources

Technology and Academic Help provides a guide to technical and academic assistance.

Students with Disabilities

Students needing special accommodations should work with the University's Center for Students with Disabilities (CSD). You may contact CSD by calling (860) 486-2020 or by emailing csd@uconn.edu. If your request for accommodation is approved, CSD will send an accommodation letter directly to your instructor(s) so that special arrangements can be made. (Note: Student requests for accommodation must be filed each semester.)

Blackboard measures and evaluates accessibility using two sets of standards: the WCAG 2.0 standards issued by the World Wide Web Consortium (W3C) and Section 508 of the Rehabilitation Act issued in the United States federal government. (Retrieved March 24, 2013 from Blackboard's Accessibility Information)

Policy Against Discrimination, Harassment and Inappropriate Romantic Relationships

The University is committed to maintaining an environment free of discrimination or discriminatory harassment directed toward any person or group within its community – students, employees, or visitors. Academic and professional excellence can flourish only when each member of our community is assured an atmosphere of mutual respect. All members of the University community are responsible for the maintenance of an academic and work environment in which people are free to learn and work without fear of discrimination or discriminatory harassment. In addition, inappropriate Romantic relationships can undermine the University's mission when those in positions of authority abuse or appear to abuse their authority. To that end, and in accordance with federal and state law, the University prohibits discrimination and discriminatory harassment, as well as inappropriate Romantic relationships, and such behavior will be met with appropriate disciplinary action, up to and including dismissal from the University.

More information is available at http://policy.uconn.edu/?p=2884.

Sexual Assault Reporting Policy

To protect the campus community, all non-confidential University employees (including faculty) are required to report assaults they witness or are told about to the Office of Diversity & Equity under the Sexual Assault Response Policy. The University takes all reports with the utmost seriousness. Please be aware that while the information you provide will remain private, it will not be confidential and will be shared with University officials who can help.

More information is available at http://sexualviolence.uconn.edu/.

Software Requirements and Technical Help

- Word processing software
- Powerpoint or Prezi
- Adobe Acrobat Reader
- Internet access

This course is completely facilitated online using the learning management platform, HuskyCT. If you have difficulty accessing HuskyCT, online students have access to the in person/live person support options available during regular business hours in the UITS HuskyTech Help Center (http://huskyct.uconn.edu). Students also
have 24x7 access to live chat, phone and support documents through www.ecampus24x7.uconn.edu.

Minimum Technical Skills

To be successful in this course, you will need the following technical skills:

- Use electronic mail with attachments.
- Save files in commonly used word processing program formats.
- Copy and paste text, graphics or hyperlinks.
- Work within two or more browser windows simultaneously.
- Open and access PDF files.

University students are expected to demonstrate competency in Computer Technology. Explore the [Computer Technology Competencies](#) page for more information.

Evaluation of the Course

Students will be provided an opportunity to evaluate instruction in this course using the University's standard procedures, which are administered by the [Office of Institutional Research and Effectiveness](#) (OIRE).

Additional informal formative surveys may also be administered within the course as an optional evaluation tool.