**Comm 213**       **Digital Foundations**
213-001 (3227)

                  Fall, 2023
                  Tuesdays and Thursdays 8:30 – 9:45 a.m.
                  Mundelein 407


Professor:        David Kamerer, PhD, APR
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Zoom:             https://luc.zoom.us/my/dkamerer
Phone:            316.214.3466 (mobile)
Office Hours:     Tuesdays and Thursdays, after class. I can also be available before
                  class by appointment. Also available via appointment on Zoom.


Texts:            *Content Chemistry: an illustrated handbook for content marketing, 6th,*
                  by Andy Crestodina

                  *and readings as assigned.*


**Objectives:**
This is a course on digital tactics relevant to advertising and public relations students.  We'll explore the most important digital tactics and apply them to a personal branding campaign. You'll also build your skills by learning to use the fundamental tools used in the profession. The class is divided into four major sections:

*Tools* – you'll learn how to buy a domain, hosting and set up a website. You'll learn how to customize a WordPress installation, control its appearance and create and distribute content with it. You'll learn how to expertly listen to online chatter about a topic or brand. And you'll learn how to install web analytics and how to use analytical tools to assess and improve the performance of a website.

*Inbound marketing* – you'll learn how to make websites visible to search engines and understand how people use search – both organic and paid – to find you. You'll learn how to create content that people want to read, watch and listen to. And you'll learn about using social media to reach and engage with potential stakeholders and customers.

*Outbound marketing* – you'll learn about the online advertising (banner) industry, how to conduct media relations in the digital age and how to create, run and evaluate an outbound email campaign.

*Looking forward* – you'll learn about innovations in mobile, including payment services, apps, artificial intelligence and machine learning, and new behavioral models for creating

connections and stimulating economic activity. And we'll place some bets on the future of persuasive campaigns.

**Grading:**
*Production module: (required, pass/fail).* This module will teach the skills needed to select and purchase a domain, select and purchase hosting, install a content management system (CMS), control site appearance, install plugins and other software/services and create/manage content on the live site. For this class we will use WordPress as our CMS. You must host your own install of WordPress on your domain. If it seems confusing, it's because can be confusing. We will use Wordpress.org. Here are the details: https://en.support.wordpress.com/com-vs-org/

I have selected HostGator.com as the best host and registrar for most students. If you already own a domain and hosting package, please let me know. Here is a recent article that rates WordPress hosting plans; any of these companies should do a fine job for you: https://www.codeinwp.com/blog/best-wordpress-hosting/

This module is pass/fail; you must complete each element of the module to obtain a passing grade.

*Personal branding/content creation module: (25 percent).* In this module you will use the principles of digital marketing and public relations to create and establish your personal brand on your website. The work will include writing, production and strategic planning and management.

*Search Engine Optimization module: (10 percent).* In this module you will learn how search engines work, and how to make your content visible to them. You will learn how to create content that takes advantage of search traffic patterns and how to optimize content on social sites. This module will include a graded exercise.

*Analytics module: (10 percent).* Here you will learn about how to install analytics software, how JavaScript-based analytics collect audience data, learn where visitors come from, understand top-performing content and how to use analytical information to improve site performance. This module will include a graded exercise.

*Ad book: (10 percent).* You will perform an analysis of extant digital ad units, with examples and analysis of the advantages/disadvantages and recommended uses of each.

*Midterm (10 percent)*

*Production work (15 percent).* I have created a series of assignments to help you extend your production skills.

*Final exam (10 percent).* Cumulative exam, done in class during final exam period. You will be provided a study guide.

*Discretionary* (10 percent). This includes leadership inside/outside of class, attendance, contribution to class goals and teamwork. To obtain maximum score on this component, always come to class and model the intern who is eager to earn an offer for a permanent job.

**I am available:** In addition to scheduled office hours I have wide availability to meet with you for any reason related to class. The best way to set a meeting is to email me with a topic and a couple of suggested times to meet. I will reply and confirm one of the times.

**Academic Integrity:** Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a guiding principle for all academic activity at Loyola University Chicago, and all members of the University community are expected to act in accordance with this principle.

Failing to meet the following academic integrity standards is a serious violation of personal honesty and the academic ideals that bind the University into a learning community. These standards apply to both individual and group assignments. Individuals working in a group may be held responsible if one of the group members has violated one or more of these standards:

1. Students may not plagiarize.
2. Students may not submit the same work for credit for more than one assignment (known as self-plagiarism).
3. Students may not fabricate data.
4. Students may not collude.
5. Students may not cheat.
6. Student may not facilitate academic misconduct.

Follow this link for more details about these standards, sanctions, and academic misconduct procedures: (https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

**Class Conduct:**  One important aspect of a Jesuit education is learning to respect the rights and opinions of others. Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (including gendered, racial or ethnic) comments, especially comments directed at a classmate.

**Sakai:  All course materials will be located on Sakai which can be accessed at https://sakai.luc.edu**   Sakai is a web based learning management system.  You will be

able to access it from any computer connected to the internet. Instructional guides and video tutorials for using Sakai are available at:  http://www.luc.edu/itrs/sakai/sakai-student-tutorials.shtml

Course content, including syllabi, PowerPoints, lectures, etc. will be available online.  You should check Sakai often for announcements, assignments, and other course content.

**Student Support Resources:**

- ITS Service Desk: helpdesk@luc.edu 773-508-4487

- Library Subject Specialists: http://libraries.luc.edu/specialists

- Student Accessibility Center: sac@luc.edu

- Writing Center: http://www.luc.edu/writing/

- Ethics Hotline: http://luc.edu/sglc/aboutus/ 855.603.6988

**Email Messages:** All email messages sent to students about this course will be sent to their Loyola email address. Students are expected to check their Loyola email address on a regular basis. You can access your web-based LUC email account at https://outlook.luc.edu.

**Special Circumstances**--**Receiving Assistance**: Students are urged to contact their instructors should they have questions concerning course materials and procedures. If you have any special circumstance that may have some impact on your course work, please let your instructors know so they can establish a plan for assignment completion. If you require assignment accommodations, please contact your instructors early in the semester so that arrangements can be made with Student Accessibility Center (SAC) (http://www.luc.edu/sac/).

**Copyright:** Copyright law was designed to give rights to the creators of written work, artistic work, computer programs and other creative materials. The Copyright Act requires that people who use or reference the work of others must follow a set of guidelines designed to protect authors' rights. Unfortunately, copyright law is complex and too often incomprehensible; that does not, however, excuse users from following the rules. The safest practice is to remember (1) to refrain from distributing works used in class (whether distributed by the professor or used for research); they are likely copyright protected and (2) that any research or creative work should be cited according to *[add the standards of your discipline, as MLA guidelines].*
For LUC's copyright resources check online:  http://www.luc.edu/copyright

**Intellectual Property:** All lectures, notes, PowerPoints and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

**Recorded Synchronous Sessions:** An online or blended course may use a software to record live, online class discussions. As a student in any class that holds synchronous sessions, your participation in live class discussions will likely be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule: https://www.luc.edu/its/itrs/sakai/administrativeschedule/). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

**Privacy Statement**
Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

**Statement about use of Artificial Intelligence in class**
Generative AI, such as Chat GPT, is a tool that has valid applications in our work. In your assignments I expect your thoughts and writing to be your own. There will be times when it is appropriate to use AI tools; I will identify these times and will ask you to always disclose if/when AI tools are present in your work.

**Schedule:**
*Because of the fast-moving nature of the digital world, the following schedule is presented as tentative. I reserve the right to adjust the schedule for the good of the class.*

**Week 1** (Aug 29 - 31)
Introduction; procedures; the digital media environment; content marketing
Read: Crestodina 1, 2
Production 1: Photo crop assignment due Aug. 31
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**Week 2** (Sept 5 - 7)
The Edelman media cloverleaf; owned media, mainstream/hybrid
Read: Crestodina 5
*In and out of class: website hosting and domain sign ups*
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**Week 3** (Sept 12 - 14)
Cloverleaf continued; social and search
Read: Crestodina 3, 4
Production 2: Social graphics assignment due Sept. 14
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**Week 4** (Sept 19 - 21)
Owned media: web analytics
Read: Crestodina 6 – 8, analytics readings on Sakai
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**Week 5** (Sept 26 - 28)
Search engine optimization
Read: SEO readings on Sakai
*Web check: about page, one blog post completed in Sept.*
*Analytics assignment due Sept. 28*
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**Week 6** (Oct 3 - 5)

*Review Oct 3; Midterm Oct. 5*
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**Week 7** (Oct 10 - 12)

No class on Oct 10 – Fall break

*SEO continues*

Production 3: Google Maps exercise due Oct 12
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**Week 8** (Oct. 17 - 19)
Targeted email

Read: targeted email readings on Sakai
*SEO assignment due Oct. 19*
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**Week 9** (Oct 24 - 26)

Digital public relations
Read: digital PR on Sakai
Production 4: Wakelet social curation exercise due Oct 26

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**Week 10** (Oct 31 – Nov 2)

Digital advertising – search and display
*Web check: two blog posts completed in October*

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**Week 11** (Nov 7 - 9)

Read: digital advertising on Sakai
Production 5: TBD, due Nov 9

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**Week 12** (Nov 14 - 16)

Digital advertising continues - native
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**Week 13** (Nov 21)
Digital advertising – social and influencer

*Digital ad book due Nov. 21*
NO CLASS Nov. 23 – THANKSGIVING BREAK

*Web check: portfolio, resume on website in Nov.*


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**Week 14** (Nov 28 – 30)
Looking forward: AI applications
Read: new tech on Sakai


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**Week 15** (Dec 5-7)
Wrap up and review


*FINAL EXAM: Saturday, Dec. 16, 8:30 a.m.*