Comm 327   New Media Campaigns
327-201 (2876)

Fall, 2018
Wednesdays 4:15 – 6:45 p.m.
Class meets in SOC 002

Professor:	David Kamerer, PhD, APR
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Office Hours:	Wednesdays and Thursdays, 2:00 – 4:00 p.m. I can also be available before or after class, or by appointment

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

and readings as assigned.

Objectives:
This course is a practicum on digital marketing. We'll explore the major pillars of digital marketing and apply them to a personal branding campaign and to a client campaign. Along the way, we'll tease apart how digital marketing is different from traditional marketing, study industry trends, and learn some new analytical skills. 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 your website 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, HTML5 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 it is confusing. We will use Wordpress.org. Here are the details: https://en.support.wordpress.com/com-vs-org/

I have selected Siteground.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.

Social media module: (10 percent). You will perform an analysis of a single social network for a client, explaining how the network works, identifying influencers, content and engagement strategies and a suggested measurement plan.

Midterm (10 percent)

Client work (15 percent). This will consist of a general planning document and a second, more detailed plan for a subset of the overall plan.

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.

Evaluation
Loyola University Chicago now uses IDEA course evaluations. These are in wide use across the United States and have been validated in diverse settings for 38 years. To learn more, visit http://www.theideacenter.org/.

IDEA gives the instructor some flexibility in what is evaluated and how the different dimensions of the course are weighted. I have selected this objective as *essential*:

- Developing specific skills, competencies and points of view needed by professionals in the field most closely related to this course

I have identified these objectives as *important*:

- Learning fundamental principles, generalizations or theories
- Learning to apply course material (to improve thinking, problem solving and decisions)
- Gaining factual knowledge (terminology, classifications, methods, trends)

You will complete the IDEA forms online near the end of the semester. The evaluations will help me improve my performance and the course and will help the School of Communication better evaluate our curriculum.

Keeping in Touch
Get the most out of your professor! I am available to help you:

- During my office hours
- By email
- By phone at my office
- By appointment at my office

Additionally, I will post digital copies of course work, links to resources and other materials on Sakai. I will also reference my blog from time to time, which is located at:

http://davidkamerer.com

I post job and event opportunities and other useful social links on Twitter at:
http://twitter.com/davidkamerer

You should visit these locations early in the semester and bookmark them, so you'll be sure you can find information when you need it.

Academic Integrity
Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:
· Cheating on exams or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
· Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
· Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.
· For closed-book exams, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
· Turning in the same work for two classes.

Classroom Behavior
To help create a positive learning community, silence your cell phones and mobile devices. I prefer that you refrain from social networking during lecture. If you must, please make it class-focused and minimize its impact on your attention to class discussion. Be respectful of fellow students and be in your seat when class begins.

Accommodations
Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Services for Students with Disabilities to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates. Details are available at *www.luc.edu/sswd*.

Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

Policies:
It is your responsibility to come to class. I will take attendance. My attendance records reflect present or absent. Regardless of good or bad reasons offered, present is present and absent is absent. Late attendance also counts as absent. I use an iPhone app to quickly and accurately take attendance at the beginning of each class. The data from this app becomes the definitive record of your attendance.

I treat this class as a professional setting. I will encourage professional behavior as part of the class activities. Here are some tips: Always come to class, on time (be reliable); always do your best (work hard; be good at what you do); always reach out and contribute as best as you can (show hustle; work as part of a team). These attributes will help you succeed in your career as well as in life.

No tests may be made up without advance permission. If you get sick or face a personal emergency on the day of a test or when a paper is due, you must send me an email in advance of the class or deadline (sending the email does not automatically extend your deadline). If you fail to do this you should assume the test/assignment will not be made up or that the assignment will be downgraded.

Late work will be penalized one letter grade. If the work is more than two days late, it will be graded at my discretion.

Incomplete class grades are only given for exceptional reasons.

How to earn full credit for your discretionary grade: attend class regularly, be on time, do good work, contribute to discussion, hit your deadlines, work to make your client successful, work to make the class better for everyone.

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)
Introduction and procedures. Why this course exists. The old way and the new way. The digital media landscape. The ascent of inbound marketing, and the decline of interruption marketing.

Read: The Long Tail, https://www.wired.com/2004/10/tail/; Crestodina 5-24

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Week 2 (Sept 5)
On your own: purchase domains, hosting, set up websites. Personal branding.

Read: Crestodina 5-43
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Week 3 (Sept 12)
Listening strategies/specialized search/RSS

Read: Listening readings

Reminder: About page due Sept. 14
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Week 4 (Sept 19)
Introduction to analytics

Production module due Sept. 21

Read: Analytics readings; Crestodina 44-59
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Week 5 (Sept 26)
Analytics; campaign development
Analytics assignment due Sept. 28

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Week 6 (Oct 3)

Introduction to search engine optimization
Read: Search readings

Midterm Oct. 3
Oct. 5 – website check (about page + 2 blog posts)
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Week 7 (Oct. 10)

Search continues; content creation
Read: Content articles on Sakai; Crestodina 60-120

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Week 8 (Oct. 17)

Content marketing/rich media
Read: Content articles on Sakai

SEO assignment Oct. 19

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Week 9 (Oct 24)

Social media

Social media assignment due Nov. 2
Read: Social readings on Sakai; Crestodina, 121-160

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Week 10 (Oct. 31)
Email campaigns

Read: Outbound/email readings

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Week 11 (Nov. 7)
Media relations in the digital world
Read: Media relations articles on Sakai; Crestodina 161-173

Nov. 9 – website check (3 blog posts)
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Week 12 (Nov. 14)

Advertising online, banners, tracking
Read: articles on tracking, fraud

First campaign assignment Nov. 16
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Week 13 (Nov. 21)

NO CLASS – THANKSGIVING BREAK
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Week 14 (Nov. 28)

TBD

Website check – proof of promotion, traffic

Second campaign assignment Nov. 30
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Week 15 (Dec. 5)

SoLoMo: social/location/mobile
Collaboration economy. Blockchain. Debrief

Final campaign edit Dec. 5

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FINAL EXAM: Tuesday, Dec. 12, 7 p.m.