

# Professional Digital Content Promotion

## COMSTRAT 563

### **Course Overview:**

This course is designed to help students apply writing, critical thinking and persuasion skills to the practice and promotion of PR and advertising in both digital and social media outlets. Students will explore various digital promotion technologies, as well as use of emerging social media to study their ethical application in both advertising and PR.

### **Course Learning Goals:**

Upon completion of the course, students will be able to:

- Create a digital promotion and social media campaign for a client
- Create and use online PR and advertising tools and techniques
- Evaluate and measure the performance of digital and social media campaigns
- Demonstrate knowledge of social persuasion technologies from a theoretical perspective
- Demonstrate critical thinking and analyzing skills on digital and social media case studies

### **Course Work:**

The course will be taught to address digital content and social media campaigns from both a PR and advertising perspective. In general, the work created and submitted is meant to prepare students for working in the “real world.”

Assignments will include content creation and promotion of campaign elements using both emerging and established new media technologies, including social media, podcasts, viral videos, social media news releases and website analytics.

Each student will be aligned with a fictional brand, product or organization for the duration of the semester. Students will be expected to conceptualize and create specified elements of a promotional campaign, which will include social media press releases and web- and social media-distributed multimedia content.

Students will learn to optimize and promote their campaigns and content for distribution and discovery on search engines, social networks, mobile devices and other non-traditional outlets. Best practices will be explored for press release writing, tagging, metadata creation, social network seeding, community engagement and more.

Students will learn the basic data interpretation techniques of website and social media analytics services (such as Google Analytics and Facebook Insights) that track visitor behavior, pageviews, keyword and third party site referrals.

Although subject to change, the following tools, services and techniques may be used:

- Search Engine Optimization and Marketing (SEO/SEM)
- Social Media Marketing (SMM)
- Social media networks (Facebook, Twitter, Pinterest, etc.)
- PitchEngine (social media press release creation tool)
- VerticalResponse's iBuilder (an online e-mail campaign tool)
- Gliffy (a web-hosted site wireframing and design service)
- Wix.com (a web-based site design and hosting service)
- Google Documents/Drive (an online collaborative word processor and cloud-based storage service)
- Google AdSense (targeted website and keyword search advertising service)
- Google Analytics (targeted website and keyword measurement and analytics service)
- Facebook Ads (targeted social media advertising service)
- Facebook Insights (social media measurement and analytics service)
- YouTube Insights (viral video measurement and analytics service)
- Google Forms (an online survey tool)
- Dropbox (media and file sharing utility)

### **Instructor Interaction:**

The instructor will make every effort to provide feedback on submitted classwork and will be available to respond to email inquiries in a timely manner. Additionally, the instructor will be available in the course space for regular online "office hours" to answer questions.

Circumstances may not allow this 100% of the time.

### **Late Work Policy:**

Deadlines for each assignment will be given and students are expected to meet them. Work (exams, final projects) will be due at 11:59 p.m. (Pacific) on the specified due date. Late work will be accepted the following day, but will lose one full grade. Work turned in after that time will lose one full letter grade for each business day it is late.

### **Grading:**

Evaluation of your work will be based on the quality and timeliness of the social media, written and/or multimedia content created for the class. This does include technical quality, but also the application of key concepts and critical thinking to the productions.

For this course, many of the key components of your grade will be determined at the end of the course. Key elements include:

- Final delivery of a campaign website including one multimedia element
- A Social Media Marketing Plan for your campaign
- A final exam

It is important to note that the final grade for these elements will not be determined until the END of the semester. If students have any questions or want feedback sooner re: how they are doing, they should contact the instructor to arrange a meeting to review their work.

Course Work	Points	Percent of Final Grade
Social Media Marketing Plan (Final version)	60	25%
Campaign Website (Final version)	60	25%
Final Exam	60	25%
Participation	60	25%

Grade	Percentage	Grade	Percentage
A	93–100%	C	73–76%
A–	90–92%	C–	70–72%
B+	87–89%	D+	67–69%
B	83–86%	D	60–66%
B–	80–82%	F	0–59%
C+	77–79%		

**Incomplete Grade Policy:**

Incompletes are granted only with permission of the instructor and are subject to the following guidelines:

1. Students must request an incomplete in writing or by e-mail from the instructor before the end of the semester.
2. The request must be signed and dated by the student (or identified by student's e-mail address), and must explain the reasons behind the request for the incomplete.
3. In order to be considered for an incomplete, **there are two main conditions:**

- a student must complete a minimum amount of the assigned course work. Specifically, a student must complete 75 percent of the course work.
  - a student must have a mathematical possibility of passing the class. A passing grade is 60 percent or above for the entire course.
4. If extraordinary circumstances (e.g., family emergency, serious illness) are involved and are documented to the instructor's satisfaction, the professor/ instructor retains the discretion to grant an incomplete even if the minimum conditions outlined in item 3 above are not met.

If an incomplete is granted, the standard WSU policy applies (i.e., ALL work must be completed within one full year from the end of the enrollment semester at issue. Otherwise, an automatic grade of "F," or failing, will be entered on the student's transcript).

### **Academic Regulations:**

Students enrolled in distance courses are subject to the same WSU academic regulations as on-campus students. A complete listing of the WSU academic regulations is available online ([Academic Regulations](#); select "Printable" next to "List All Academic Regulations" to view a printable list of all regulations).

### **Disability Accommodations:**

Reasonable accommodations are available for students with a documented disability. DDP and the Disability Resource Center (DRC) work together to provide reasonable accommodations for students who have documented disabilities and who are registered both with DDP and the DRC. DDP's liaison to the DRC will assist you in getting started. To begin this process, contact DDP (800-222-4978 or [distance@wsu.edu](mailto:distance@wsu.edu)). We strongly recommend that you notify us as soon as possible. All accommodations must be approved through the Disability Resource Center.

If you have questions, please contact the DRC at [DRC.FrontDesk@ad.wsu.edu](mailto:DRC.FrontDesk@ad.wsu.edu) or 509-335-3417. Additional information is available on the DRC website: <http://www.drc.wsu.edu>.

### **Online Collaboration:**

Threaded discussion posts in online course spaces are an integral part of online learning environments. In certain courses, assessment of discussion posts is included as part of the final grade.

WSU is committed to the rights of all community members to freedom of expression and academic freedom. In order to protect the rights of all participants and to preserve the educational tone of online course spaces, the following rules apply:

1. Postings must be germane to the subject matter.
2. Postings must comply with WSU's policy on appropriate use of computing resources: <http://www.wsu.edu/ElectronicPolicy.html>.
3. Illegal postings or postings that violate WSU policies, including those regarding harassment and discrimination or the Standards of Conduct for Students, are not permitted.
4. Postings that are threatening to others are not permitted.

Instructors have the authority to remove posts that violate these rules. Continued postings in violation of these rules may result in removal of access rights, course failure, and, when appropriate, referral to the Office of Student Conduct.

In addition to the netiquette guidelines for online collaboration, you will be expected to participate in the online discussions in a way that engages with the topic and with the other participants. An overview of the criteria used in this course to evaluate your participation through your original and response posts is provided in the online course space, if applicable.

### **Critical Thinking:**

The ability to think and write critically are essential skills in many walks of life. Critical thinking skills are developed and refined through practice, self-reflection, and the critique and support of peers and instructors. Throughout this course you will have many opportunities to exercise your analytical thinking, synthesize information, and apply knowledge to real-life situations. To help facilitate your thinking and writing, the "Critical Thinking Rubric" is provided in the online course space, if applicable, to assess your own writing and that of other students. Please review it carefully before completing each activity.

### **Technical Support:**

If you need technical assistance, please expand the **Content** folder in the Map menu on the left by clicking the plus sign (+), then select **Technical Support**.

### **DDP Student Help Centers:**

DDP understands that navigating the academic world may be confusing – that is why we have created the DDP [Help Centers](#), a central location where students can find information on a variety of topics. Take a moment to check out the many links available in the various help centers. Below are just a few important links to information in the help centers we would like to bring to your attention:

- Please review "Tuition & Fees" in the [Finance Center](#). Tuition is due on the first day of the semester, and WSU does not mail billing statements.
- If you are a new DDP student, information to assist you with online learning is available under "Resources and Tips" in the [New DDP Students Center](#). In this section you will find study tips, resources, and skills to give you a good head start in assuring success with your course.
- Also check out [myDDP](#), your personal DDP Web page where you can find quick links to important information, upcoming DDP events, deadlines and more. The quick link "Go to myDDP" is available from every page in the help centers, found in the upper right part of the page.

### **Library Support:**

All students enrolled in Washington State University distance courses can use the WSU Libraries online databases and receive reference and research assistance from the Distance Degree Library Services (DDLs). Enrolled students can also borrow books and other circulating material and receive photocopies of journal articles.

Visit the DDLS Web page ([DDLS](#)) for links to the WSU online database and library support information.

### **eTutoring:**

As a WSU student you have **unlimited FREE** access to eTutoring.org, a tutoring platform that enables students and tutors to collaborate in an online environment. This is not a course requirement, but simply an available resource that you may utilize as needed.

Currently, eTutoring is available for Accounting, Anatomy & Physiology, Biology, Chemistry, Math and Calculus, MS Office 2007, Spanish, Statistics, and Writing! With three ways to access a tutor you can choose the one that best fits your needs...

- Use the Online Writing Lab that allows students to submit a draft of a paper to a tutor, ask for specific feedback, and receive a tutor's response within 24-48 hours.
- Access live eTutoring via eChat that allows students to meet with a tutor in one-on-one tutoring sessions via a fully interactive, virtual online environment.
- Utilize the offline eQuestions that allow students to leave a specific question for an eTutor, who will respond within 24-48 hours.

The list of available tutoring subjects can be found on the <http://etutoring.org/login.cfm?institutionid=176> site.

For more information on accessing and setting up your eTutoring account, visit: [http://online.wsu.edu/current\\_students/as\\_eTutoring\\_start.aspx](http://online.wsu.edu/current_students/as_eTutoring_start.aspx)

### **DDP Academic Calendar:**

Please review the current DDP [Academic Calendar](#) to become familiar with critical deadlines.

### **On Campus Safety:**

Washington State University is committed to maintaining a safe environment for its faculty, staff, and students. Safety is the responsibility of every member of the campus community and individuals should know the appropriate actions to take when an emergency arises. In support of our commitment to the safety of the campus community the University has developed a Campus Safety Plan, <http://safetyplan.wsu.edu>. It is highly recommended that you visit this web site as well as the University emergency management web site at <http://oem.wsu.edu/emergencies> to become familiar with the information provided.