

Mastering Strategic Digital Communications & Initiatives GJCOM 9603
Course Outline: MMJC, Winter 2019

Location: FNB 3050

Day (s): Tuesday

Time: 6:30 p.m. - 9:30 p.m.

INSTRUCTOR INFORMATION

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Lecturer

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COURSE DESCRIPTION

This course takes a deep dive into developing communications and marketing strategic plans by integrating digital, mobile and social platforms to achieve strategic business and marketing communication goals. By learning to develop meaningful, brand-focused content, interpret online analytics and trends, students will understand the importance of strategic digital initiatives to drive advertising, communication and marketing campaigns and enhance an organization's brand, growth and success.

COURSE OBJECTIVES

1. To build on existing skillsets in digital platforms and consolidate the understanding and application of marketing and communication strategies.
2. To hone individual creativity and skills based on current trends in the media and communications market.
3. To recognize the role of a modern communicator and marketer in the 21st century
4. To gain a more in depth understanding of how current world trends and human habits shape communication within an organization, both digitally and traditionally.
5. To understand how and why to use digital marketing for multiple goals within larger and/media strategy.
6. To learn, develop, evaluate and execute a comprehensive digital marketing strategy and plan.
7. To increase an understanding of the specificity of the communications, marketing and journalism industries, and how they play a role in influencing one another.
8. To understand the structures and governances of an organization and turn those into something meaningful.
9. Understand latest digital ad frameworks

COURSE MATERIALS

RECOMMENDED TEXT: Content Strategy - for the Web: Kristina Halvorson & Melissa Rach

**Although not required, this text is indeed recommended in reading throughout this semester as it will give you further insight into strategic marketing initiatives and will enable you to further contribute in conversion during class.*

Readings will be sourced from:

Nielson

CBC

Search Engine Land

Mashable
Youtube
Adweek
Inc.com
Business Insider
Venture Beat
Marketing Land
NYTimes

COURSE OUTCOMES:

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

1. Use analytics to enhance and customize communication and marketing tactics in an organization.
2. Gain critical analyzing skills to enhance evidence-based digital analytics to produce impactful marketing and communications collateral.
3. Understand the importance of high-quality imagery when facing a saturated-marketing world.
 - a. Understand the basics of what makes a good image.
 - b. Enable student to explore marketing strategies through photography and videography visuals.
4. Understand the importance digital marketing and communications plays in an organization.
5. Be able to analyze, plan and initiate a digital marketing strategy for an organization that encompasses all the elements of great marketing and advertising.

EVALUATION

Participation: **15 per cent** (in class discussions, quizzes, exercises)

Critical Analysis: **5 per cent x3**

- Students will be required to submit a total of 3 critical analysis of an ad, with the objective to discover the elements of the ad while understanding it's underlying meaning and outlining how said ad could influence an audience.

Terminology Quiz: **5 per cent**

- A quiz based our two classes on analytics and how to apply them

Digital marketing & communications plan (Class-wide Project): **20 per cent**

- Students will be required to build a modern, creative and thought-provoking new communications plan for a struggling business.

This assignment will be in conjunction with an aligning assignment in Erin Isings class, which is creating a communications strategy for a local company. If you are not in Erin's class, you will be given a brief overview of the needs of the organization.

Final Project Proposal: **15 per cent**

- This assignment, entitled 'the message' is to be a building block and foundation for your final project. You will be responsible to hone and enhance the message of an existing company to better their brand recognition, awareness and reputation. You are the writer of the future of the company, so it needs to be done correctly and strategically.

Final Project: **30 per cent**

- Develop, produce and launch a **digital strategy and plan**, applying the ethics, messaging, branding and audit skills developed over the course of this term. You must use high quality imagery, text and storytelling to sell a produce or organization. This is both an overarching plan with a digital marketing and communications component.

Bonus Marks: **5 per cent**

- Complete Three Modules on Google analytics
 - I will need to be shown all three modules which were completed in the form of a “completion certificate” in which you receive upon completion. If you have already completed modules over the Christmas break, you will receive the bonus marks.

Note: There will be no final exam in this course, but this puts much more weight on the quality of your work throughout the term. Your work should be very clear, logical, grammatically correct and free of spelling errors. All work should be written in CP form.

STATEMENT OF ACADEMIC OFFENSES

Scholastic offences are taken seriously, and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

PLAGIARISM

All required papers may be subject to submission for textual similarity review to the commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

STUDENT SUPPORT SERVICES

Students who are in emotional/mental distress should refer to Western’s “Health and Wellness” http://www.uwo.ca/health/mental_wellbeing/index.html for a complete list of options about how to obtain help.

COURSE MATERIAL

Class/Dates	Class Schedule	Assignments/Due Dates
WEEK ONE Jan 8	<p>Today's Class: Understanding the differences: Marketing, Communications, PR and Media Relations</p> <ul style="list-style-type: none"> • Overview of course outline • Understanding where digital falls within the above. 	<p>Readings; https://priceconomics.com/which-generation-is-most-distracted-by-their/ https://www.nielsen.com/content/dam/niensenglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf</p> <p>Due: 48 hr Reflection</p> <ul style="list-style-type: none"> • Marked out of 5
WEEK TWO Jan 15	<p>Today's Class: The elements of a good brand/importance of digital</p> <ul style="list-style-type: none"> • Creating a brand and what needs to be solid before you even build your digital initiatives 	<p>Readings: https://venturebeat.com/2018/11/24/your-brand-story-is-critical-from-day-one/ https://marketingland.com/the-new-best-practices-for-digital-brand-storytelling-253177 https://www.inc.com/geoffrey-james/7-components-of-a-brilliant-marketing-message.html</p>
WEEK THREE Jan 22	<p>Today's Class: The ethics of advertising</p> <ul style="list-style-type: none"> • What is an ethical ad? • Unconscious manipulation? • How does ethics play a role in ads? • What are they selling? 	<p>Readings: https://pdfs.semanticscholar.org/5cbe/76dbb0b4707d32c8439ce6d4c184a591251f.pdf</p> <p>Due: Critical Analysis #1 (5 per cent)</p>
WEEK FOUR Jan 29	<p>Today's Class: The Audit</p> <ul style="list-style-type: none"> • Why are audits crucial in digital efforts? 	<p>Readings: Readings: https://www.adweek.com/digital/media-companies-need-to-partner-with-brands-if-they-want-to-survive-in-the-digital-age/</p>
WEEK FIVE Feb 5	<p>Today's Class: Analytics</p> <ul style="list-style-type: none"> • Terms you need to know • What and what not to measure • Seeing through the number maze 	<p>Readings: https://www.raconteur.net/technology/data-analytics-transform-business</p>

		Due: Digital marketing & communications plan (Class-wide Project): 20 per cent
WEEK SIX Feb 12	<p>Today's Class: The power of visuals / Content marketing</p> <ul style="list-style-type: none"> • Understand the importance of high-quality imagery when facing a saturated-marketing world. • Understand the basics of what makes a good image. • Why is content driven by visuals? 	<p>QUIZ: Analytics Terminology Quiz: 5 per cent</p> <p>Readings: https://www.cbc.ca/listen/shows/under-the-influence/episode/15583767</p> <p>Due: Critical Analysis #2 (5 per cent)</p>
WEEK SEVEN Feb 19 READING WEEK	Today's Class: No class	Suggested to do's: Google Analytic Credentials (Bonus Marks)
WEEK EIGHT Feb 26	Today's Class:	Suggestions: Class time to work on Google Analytics Credentials, Final Project Proposal and Critical Analysis
WEEK NINE March 5	<p>Today's Class: Prove it - Overcoming the skeptics of digital</p> <ul style="list-style-type: none"> • Creating meaningful buy-in within an organization 	<p>Readings: https://www.cbc.ca/listen/shows/under-the-influence/episode/15577297</p> <p>https://www.businessinsider.com/30-of-all-internet-users-will-ad-block-by-2018-2017-3</p> <p>Due: Final Project Proposal – The message (15 per cent)</p>
WEEK ELEVEN March 12	<p>Today's Class: Viral Guerilla:</p> <ul style="list-style-type: none"> • An overview and dive into what makes guerilla marketing successful and how real emotions enable virality 	<p>Readings: https://medium.com/k-street/10-creative-guerilla-marketing-tactics-to-boost-your-brand-company-or-cause-8dc02e43f02d</p> <p>Due: Critical Analysis #3 (5 per cent)</p>
WEEK TWELVE March 19	<p>Today's Class: Marketing Disasters</p> <ul style="list-style-type: none"> • How do you handle them from a PR perspective? • What mediums are most trusted? • Do you use words or a face? 	<p>Readings: https://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html</p>

<p>WEEK THIRTEEN Mar 26</p>	<p>Today's Class: Tone, Tone, Tone When brands face up to other brands and what we can learn where ton can take you.</p> <ul style="list-style-type: none"> • What can we learn? • The best of the crowd 	<p>Readings: https://www.adweek.com/creativity/10-things-we-learned-about-wendys-twitter-from-its-reddit-ama</p>
<p>WEEK FOURTEEN April 2</p>	<p>Today's Class: The Price of Popularity and Influencer Marketing:</p> <ul style="list-style-type: none"> • Where do you need to focus your time? • Why is influencer marketing so marketable? 	<p>Readings: https://www.nytimes.com/interactive/2018/01/27/technology/social-media-bots.html https://www.adweek.com/digital/instagram-is-going-after-inauthentic-likes-follows-and-comments-from-third-party-apps/</p>
<p>WEEK FIFTEEN April 9</p>	<p>Today's Class: The future of digital marketing and communications</p> <ul style="list-style-type: none"> • Discussion-based class • What dominates, what is dying and where you should be focussing your digital marketing and communications efforts in the future. 	<p>Due: Final Project (30 per cent) Readings: https://www.adweek.com/creativity/burger-king-mocks-the-creative-power-of-ai-with-these-wonderfully-ridiculous-commercials/</p>