

**MMJC 9603 Special Topic: Mastering Strategic Digital Communications & Initiatives
Course Outline: Winter 2023**

Location: Virtual / Pending In-Person

Day(s): Monday

Time: 9:00 a.m. - 11:50 a.m.

INSTRUCTOR INFORMATION

Jon Munn

Lecturer

Email: jmunn4@uwo.ca

1 (226) 559-5078

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. In times like these, it is imperative that modern day communicators and marketers can move with the times and unforeseen situation. This class will enable a space to explore ways to stay on track, digitally, even in times of uncertainty.

SYNCHRONOUS VS. ASYNCHRONOUS

To facilitate and better organize our time together, it is suggested the asynchronous timeframe (9:00 a.m. – 10:30 a.m.) before our synchronous time (10:30 a.m. – 11:50 a.m.) be used for:

- Watching the "Ad of the Day"
- Complete Class Readings
- Any Presentation Prep (if applicable)
- Any adjustments to assignments before submitting (if applicable)

Our Synchronous time together will be used for:

- Discussion-based lecturing
- Group work
- Questions

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: This is Marketing: Seth Godin

**Although not required, this text is indeed recommended in reading throughout this semester as it will give you further insight into the world of marketing and will act as a supplementary piece to my lectures, and your class discussions, readings and assignments.*

Readings will be sourced from:

Nielson, CBC, Search Engine Land, Mashable, YouTube, Adweek, Inc.com, Business Insider, Venture Beat, Marketing Land, Pew Research Center, Digiday, 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 (Due dates are found under 'course material)

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

Critical Analysis: **10 per cent**

- Students will be required to submit a 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. Ways of improvement need to be address, and how those improvements will be implemented if the ad was redone.

Terminology Quiz: **10 per cent**

- A quiz based on digital advertising and analytics terminology. The term's meanings and application will be reviewed.

Digital Advertising Campaign Proposal (Groups of 5): **20 per cent**

- Students will be required to build a modern, creative and thought-provoking advertising campaign plan for a struggling business.
- This plan will overview to include:
 - SWOT
 - Clearly Defined Goals and Objectives
 - Strategy elements
 - Target Audience

- Targeting Parameters
- Content Strategy
 - Social posting, content, mediums
- Definition of digital strategies and tactics
- How you will measure: Analysis (Using your KPI's)

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 must pick a company and deliver a proposal to implement a new digital strategy for the company – essential, you need to make the case and prove the worth a new digital strategy can bring to the company.

Final Project (Groups of 5): 30 per cent

- Choosing from one of the proposal assignments, you will develop, produce and launch a **digital strategy and plan**, applying the ethics, messaging, branding and audit skills developed over the course of this term, along with the **accompanying digital creative assets**. You must use high quality imagery, text and storytelling to sell a produce or organization. This is both an overarching strategic plan with tangible creative elements which need to be produced.

Bonus Marks: 5 per cent

- Complete Three Modules on Google analytics, HubSpot or an accredited digital academic certification network. **Please note, any past accreditations will not be counted towards this:**
 - 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.

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.***

PROFESSIONALISM

Here are some of the elements taken into consideration:

- Your punctuality for classes, labs and other scheduled events;
- Your contributions to class discussions;
- Your attitude and approach while learning and applying in-class lessons;
- Your ability to work well with others; • your communication with your instructors. Grammar and spelling matter.
- Your written communication should be professional.
- Leaving audio and video recording equipment ready to go for the next user;
- Netiquette: attending from a quiet location, appearing with a non-distracting background, refraining from engaging in behavior that would be inappropriate in a classroom. (e.g., eating dinner, lounging in bed, using a treadmill).

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 Overview	Assignments/Due Dates
WEEK ONE Jan 9	<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 today's world of advertising and communications – especially amidst a pandemic 	<p>Readings:</p> <p>https://www.weforum.org/agenda/2020/06/coronavirus-advertising-marketing-covid19-pandemic-business/</p> <p>https://www.nielsen.com/content/dam/nielsen-global/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf</p> <p>https://www.theatlantic.com/health/archive/2020/04/how-advertise-pandemic/610456/</p> <p>https://marketingepic.com/what-makes-good-ad/</p> <p>Due: 48 hr Reflection</p> <ul style="list-style-type: none"> • Marked out of 5
WEEK TWO Jan 16	<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:</p> <p>https://venturebeat.com/2018/11/24/your-brand-story-is-critical-from-day-one/</p> <p>https://www.searchenginejournal.com/digital-marketing-tells/334737/</p> <p>https://digiday.com/marketing/influencer-marketing-agencies-prepare-end-instagram-like/</p> <p>https://www.inc.com/geoffrey-james/7-components-of-a-brilliant-marketing-message.html</p>
WEEK THREE Jan 23	<p>Today's Class: Marketing Trends</p> <ul style="list-style-type: none"> • What is making headlines in digital advertising? • How will these trends push the industry forward? 	<p>Readings:</p> <p>https://www.forbes.com/sites/forbesagencycouncil/2019/08/21/how-artificial-intelligence-is-transforming-digital-marketing/?sh=74e412da21e1</p>

		<p>https://blog.hubspot.com/marketing/conversational-marketing</p> <p>https://contentmarketinginstitute.com/2020/08/interactive-content-experiences-examples/</p> <p>Due: Critical Analysis due (10 per cent)</p>
WEEK FOUR Jan 30	<p>Today's Class: The Audit</p> <ul style="list-style-type: none"> • Why are audits crucial in digital efforts? 	<p>Readings: Readings:</p> <p>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 6	<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:</p> <p>https://www.raconteur.net/technology/data-analytics-transform-business</p> <p>Due: Digital Advertising Campaign Proposal: 20 per cent</p>
WEEK SIX Feb 13	<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><i>Photography / Camera Tutorial will be in this class</i></p>	<p>Readings:</p> <p>https://www.cbc.ca/listen/shows/under-the-influence/episode/15583767</p> <p>https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/</p> <p>QUIZ: Terminology Test: 10 per cent</p>
WEEK SEVEN Feb 20 NO CLASS READING WEEK		<p>Suggested to do's:</p> <p>Google Analytic Credits (Bonus Marks) and Project Proposal</p>
WEEK EIGHT Feb 27	<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:</p> <p>https://pdfs.semanticscholar.org/5cbe/76dbb0b4707d32c8439ce6d4c184a591251f.pdf</p>
WEEK NINE March 6	PRODUCTION WEEK	<p>Suggested to do's:</p> <p>Google Analytic Credentials (Bonus Marks)</p>

NO FORMAL CLASS PRODUCTION WEEK		Work on final project
WEEK TEN March 13	<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>Guest Speaker: TBC</p>	<p>Readings:</p> <p>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: 15 per cent</p>
WEEK ELEVEN March 20	<p>Today's Class: Video-Marketing & 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:</p> <p>https://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html</p> <p>https://blog.hubspot.com/marketing/avoid-social-media-fails</p> <p>https://www.cbc.ca/listen/live-radio/1-70/clip/15739963</p>
WEEK TWELVE March 27	<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><u>Guest Speaker: Britney Havens, Influencer</u></p>	<p>Readings:</p> <p>https://www.nytimes.com/interactive/2018/01/27/technology/social-media-bots.html</p> <p>https://www.socialmediatoday.com/news/why-the-future-of-influencer-marketing-will-be-organic-influencers/567463/</p> <p>https://www.thedrum.com/opinion/2019/12/02/14-reasons-why-influencer-co-creation-the-way-forward-influencer-marketing</p> <p>https://influencermarketinghub.com/what-is-influencer-marketing/</p>
WEEK FOURTEEN April 3	<p>Today's Class: Personalized Marketing: Are you a brand marketer or a direct marketer? When brands face up to other brands and what we can learn in terms of how close they feel to the consumer?</p>	<p>Readings:</p> <p>https://www.adweek.com/creativity/10-things-we-learned-about-wendys-twitter-from-its-reddit-ama</p>

	<ul style="list-style-type: none"> • Content, products, emails and more • What can we learn from personalized advertising? • The best of the crowd 	<p>Due: Final Project (30 per cent)</p>
<p>WEEK FIFTEEN April 10</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>Readings: https://www.adweek.com/creativity/burger-king-mocks-the-creative-power-of-ai-with-these-wonderfully-ridiculous-commercials/ CBC Under the Influence: S4 E14</p>