COMM 213-201 Digital Foundations
Loyola University Chicago | School of Communication

Mondays 4:15 p.m. – 6:45 p.m.
Corboy Law Center 208

INSTRUCTOR
Taeyoung Kim
Assistant Professor
Office: Lewis Towers 904
Office Hours: Mondays and Tuesdays, 3:00 – 4:00 p.m. (Or by appointment)
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Required Text
Crestodina, A. (2018). Content Chemistry: The Illustrated Handbook for Content Marketing. Orbit
        Media Studios, Inc. ISBN-10: 0988336499/ISBN-13: 978-0988336490

*Other required or additional readings will be uploaded or linked to Sakai for you. Students should
expect that the content from any materials provided could be included in exam(s). Lecture notes also
will be provided on Sakai after the class session.*

Course Description
Digital marketing or digital communication is now essential to every practitioner in the fields of
advertising, corporate communication, and public relations. In this course, we will learn how digital
has revolutionized the interactions between organizations and stakeholders. Digital offers powerful
tools to reach, attract, and interact with stakeholders (e.g., consumers, donors, volunteers, and
employees) online: online display ads raise awareness, search listings reach consumers with intent,
e-commerce facilitate conversion, and social medial both energizes and retains customers.
Students will be introduced to digital media tools, including online content creation, SEO, website
management, email marketing, social media engagement, digital advertising, analytics and emerging
technologies that are used to create and build integrated digital campaigns for advertising and public
relations.

Prerequisites: COMM 175 or 201

Course Objectives
This course aims to introduce digital tactics relevant to advertising and public relations students.
We'll explore the most important digital tactics and apply them to real-world problems and personal
branding. You'll also build your skills by learning to use the fundamental tools used in the
profession. At the end of the course students will acquire:
- Ability to demonstrate elementary knowledge of digital communication tools.
- Practical understanding and capabilities for creating content across a wide range of media
  platforms.
- Knowledge of digital media platform technical requirements.
- Digital certification(s) to boost your resume.

Grading (total 100 percent)

1. Professionalism	10%	Individual
2. Personal Branding Web Creation	20%	Individual
3. Digital Marketing Consulting Project	40%	Group
4. Digital Certification	10%	Individual
5. Exams (midterm and final)	20%	Individual
Total	100%	
*** Extra Bonus Credit Opportunity	10%	Individual

Course Grade Scale

Grade	Minimum %
A	93.0
A-	90.0
B+	87.0
B	83.0
B-	80.0
C+	77.0
C	73.0
C-	70.0
D+	67.0
D	63.0
D-	60.0
F	0.0

All assignments are due at the beginning of class on the due date. Assignments will not be accepted after the due date and exams may not be taken late. Turning in assignments after the due date or taking an exam late may provide a student with an "unfair advantage over other students." Students unable to complete the course assignments and exams by the due date will receive a zero for that part and therefore may not pass this class.

Re-grade requests must be submitted within 7 days from when the assignment is returned. Along with the graded assignment, you must attach a letter explaining why you are requesting a re-grade. While I will consider the specific concerns cited in your letter, I will re-grade the entire assignment.

Each element of the grade is discussed below.

1. Participation & Professionalism (10%)
This includes leadership inside/outside of class, attendance, contribution to class goals and teamwork. Positive contributions to class discussion increase your score. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. 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. Failing to attend an entire class session, poor preparation, and detrimental participation decrease your participation score.

Attendance: this course involves a lot of in-class activities to help you complete your individual and group work. You will be given periodic in-class instructions for your assignments, and they will *only* be given in class. It is your responsibility to consult classmates for a review of the discussion you miss and to secure a copy from them of any handout that was distributed in class. That means attendance is mandatory.

I will check your attendance at the beginning of the class. Be on time. Arriving late is a disruption and disrespectful both to your classmates and your instructor. If you are late and don't pass this check, please see the professor at the end of the class to update your status. As for the lateness policy, two occasions of lateness will be equally treated as one unexcused absence. If you need to leave the class earlier, please let the instructor know this advance. Each student's final grade will be reduced by 2 percent for each absence up to 10 percent. And if a student misses more than 5 classes, the student will receive a failing grade (F) for the course.

If you expect to be absent for any reason advance notification is required for the instructor's approval, NOT after the fact. Absences for serious medical reasons will be excused if you provide appropriate documentation from the Student Health Center or your personal physician. Absences due to documented family emergencies will also be excused. If students want to make their absence excused, they need to provide the professor with the appropriate documentation with valid contact information within a week. Otherwise, absence will not be considered excused. Falsification of your attendance in any way will result in an "F" for the course.

2. Personal Branding Web Creation (20%)

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. You will learn how to buy a domain, hosting, and set up a website. You'll learn the difference between popular website builders (e.g., WordPress and Wix) and discover each platform to 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. Further instructions will be given in class.

3. Digital Marketing Consulting Group Project (40%)

In this project, you will work in teams of 4-5 students to provide social media consulting to an organization (business or non-profit) of your choice. Your group should choose an organization that has the resources to use various platforms of digital media (e.g., websites, social media platforms), but is not meeting its own potential. The assignment has five integrated parts:

    A) Overview (5%): Once you choose your own client, first you will explore their digital media use. Then, you will critically access whether its digital activities are effectively executed or not.

    B) Web analytics (10%): You will analyze its websites with Google Analytics.

    C) Social Media Analytics (10%): You will choose one social media platform they heavily rely on and analyze it with various social media analytics tools of your choice. I will give you options.

D) Case studies (5%): You will explore an effective digital marketing case relevant to your client. It could be a case of your client's direct competitor or could be the best cases in the same industry.
E) Suggestions (10%): Based on your analyses and case studies, you will draw a solid conclusion for your client. Your group will specify the goal for a digital marketing; describe key elements for effective digital management; develop a strong strategic suggestion; and create sample content. I will hand out detailed instructions for the Group Project assignment in class.

4. Digital Certification(s) (10%) + *up to 10% bonus credits*
By the end of the session, students will develop a professional social media portfolio and skill sets on digital media analytics by earning industry recognized certifications on social media and digital.

The mandatory certification you need to pursue for this course is a certification on social media, provided by HootSuite. You have two options for this mandatory certification: *HootSuite Platform Certification* and *Social Marketing Certification*. HootSuite Platform Certification is a good start point to learn and excel your knowledge on social media, but if you have already earned this one before, I urge you to get Social Marketing Certification instead.

Students can receive these certifications for free (the $99 fee for Hootsuite Platform Certification and $199 fee for Social Marketing Certification can be waived with a coupon code that I will provide). HootSuite Certified Professionals are publicly listed on HootSuite's website at http://learn.HootSuite.com/social-media-consultants. And you will list your certification on your resume and personal brand web page.

I ask that you follow course material from HootSuite Academy (henceforth HSA) in parallel with this course (see https://education.hootsuite.com/). The course schedule provides suggested dates to complete the individual portfolio requirements as well as the due date to submit the completed portfolio via Sakai. I will hand out detailed instructions for the HSA assignment in class.

About HootSuite: HootSuite is the most widely used social media management system. HootSuite is used by 800+ of the Fortune 1000—including WWF, PepsiCo, Virgin, Sony Music—and over 15 million users. HootSuite allows businesses and organizations to collaboratively execute social media strategies across the main social networks from a single dashboard. Advanced functionality includes tools for audience engagement, team collaboration, account security and comprehensive analytics for end-to-end measurement and reporting.

*** *Other Certifications for Extra Credits:* Certifications, like the HootSuite program, have increased in numbers substantially over the years, and it is a great way for you to look for these opportunities to stand out from others when applying for jobs and internships. I strongly recommend you get two other certifications throughout the semester, Google Analytics and Meltwater, which will grant you 5% extra credits per each. I will introduce these two certifications in class.

5. Exams (20%)
We have two exams: midterm (10%) and final (10%). The final exam will be cumulative and cover all course materials including the required readings with a little emphasis on HSA. You will be provided a study guide.

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.

Accommodations
Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Student Accessibility Center 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 https://www.luc.edu/sac/.

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

Keeping in Touch
Get the most out of your professor! I am available to help you:
- During my office hours
- During in-class meeting sessions
- By email
- By appointment at my office

Email is the best means of communication to request an individual meeting or to consult any accommodation you might need. The reasons for meetings might be topic-driven so please provide a summary of the material you wish to discuss when we meet as part of your email request. When your

send your emails to the professor, please use proper salutation for it, such as "Dear Professor Kim (instead of "Hi there" or "Hello"). Students' emails will be responded <u>within three business days</u>. Please be patient and allow <u>at least one day</u> in receiving response from the professor.

You may call me Taeyoung (which has two syllables /te– jʌŋ/) if you would like to be my friends, which is welcome. If you prefer something more formal in any situation, please call me "Professor Kim" in face-to-face interactions and email communication.

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.

Policies
I treat this class as a professional setting. I 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.

Laptops and Electronic Devices
This course has two primarily components: lectures and activities. During the lecture sessions, put your laptops or other electronic devices aside, please. Although the lecture may sound boring and one-way communication, I expect your bright eyes, brilliant comments, serious questions, and even fun thoughts. Yet, still you need to bring your laptops or tables to most classes especially when in-class activities are scheduled. Yes, it's ironic, I know.

Course Schedule

PLEASE NOTE:
The following schedule is subject to change. The instructor reserves the right to make changes in the course schedule and class assignments for the good of the class. Students should attend class, check their email and Sakai to make certain they are up-to-date with class activities and aware of any changes.

Week	Subjects, Readings & Assignments

Week 1
Jan. 13

Course Introduction
Activities & Assignments:
Certification Assignment Instruction
Group Project Introduction
Team Building

Week 2
Jan. 20

NO CLASS – Martin Luther King, Jr.

Week 3
Jan. 27

Digital Media Environment & Content Marketing

Readings:
Crestodina – Introduction
Activities & Assignments:
Group Project - Client Selection due Jan. 27
In and out of class activity (*bring your laptops)

Week 4
Feb. 3

Web analytics

Readings:
Crestodina - Conversions
Readings on Sakai - Analytic readings, SEO readings
Activities & Assignments:
In and out of class activity (*bring your laptops)

Week 5
Feb. 10

Search Engine Optimization (SEO)

Readings:
Crestodina - Search Engine Optimization (SEO)
Readings on Sakai - SEO readings
Activities & Assignments:
Group Project

Week 6
Feb. 17   Social Media Marketing & Analytics

                               Readings:
                               Crestodina – Social Media Marketing
                               Readings on Sakai – Social Media readings
                               Activities & Assignments:
                               In and out of class activity (*bring your laptops)

Week 7
Feb. 24   Content Creation

                               Readings:
                               Crestodina – Content, Inspiration
                               Activities & Assignments:
                               Personal Branding Web Creation Assignment Instruction
                               In and out of class activity (*bring your laptops)

Week 8
Mar. 2   NO CLASS. SPRING BREAK

Week 9
Mar. 9   Outbound
                               Exam review

                               Readings:
                               Crestodina – Promotion
                               Readings on Sakai - targeted email readings
                               Activities & Assignments:
                               Group project check-up
                               Hootsuite Certification due Mar. 9

Week 10
Mar. 16   Midterm Exam (1st session)

Week 11
Mar. 23   Digital Public Relations

                               Readings:
                               digital PR on Sakai
                               Activities & Assignments:
                               Meeting with an instructor (Individual)

Week 12
Mar. 30   Digital Advertising & Looking Forward

Readings:
digital advertising on Sakai
new tech readings on Sakai
Activities & Assignments:
Meeting with an instructor (Individual)
Web check: about page, two blog posts completed in March

Week 13
Apr. 6   Group work in class
Meeting with an instructor (Group)

Week 14   *The last day of Easter Holiday; Class will be held.*
Apr. 13   Presentation Day

Activities & Assignments:
Certifications for extra credits due Apr. 13

Week 15
Apr. 20   Show Your Web Page
Study Guide

Activities & Assignments:
Web check: portfolio, resume (with certifications) due Apr 20

Week 16
Apr. 27   Final Exam: Monday, April 27, 4:15 p.m.

Activities & Assignments:
Group Project Report due on Apr. 27, both paper & electronic copies

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