Georgetown University, MPS PR/CC | Summer 2015

MPPR-865-62: Global Immersion: Digital Strategy

Class Meets: Mondays, 6 p.m. to 9:35 p.m.
Class Location: 640 Mass Ave Washington, DC 20001| Room: C223

Professors: Kaleen Ogden, Megan Malli, Scott Permar
Email:
Office Hours: Arranged by appointment.

COURSE DESCRIPTION

Even as Facebook nears one billion global users the world’s population continues to evolve the way we communicate and spread news and information. The usage and spread of social media has affected different regions and countries in disparate ways. From alternative social networks like Orkut in India to the rise in chat apps like QQ in China or Line in Japan, and the use of mobile devices in many parts of Asia and Africa -- large portions of the world’s populous are communicating on different channels in very different ways.

As professional communicators, many of our employers and the clients we work for are becoming increasingly global. This requires us to go beyond our regional knowledge of the evolving communications landscape to embrace a truly global view of communications in order to create solutions for a new age that reaches the right people in the appropriate ways.

This course will introduce students to the basic elements of global communications by focusing on six key international regions in a revolving class format where students work on case projects from global regions each week. Students will be asked to create a regionally tailored digital communication and marketing strategy to engage a company’s stakeholders in its stated brand engagement initiatives.

The class will emphasize user-centric strategy and concepts as keys to successful campaigns. Each student will work on cases for 3 out of the 6 total weeks. The course culminates in an intensive week-long, hands on engagement in London, during which student teams will respond to the specific needs of real clients by developing and presenting their insights and strategies.

LEARNING OBJECTIVES

By the end of this class, the students will develop skills and understanding in the following key areas:

- **Global trends**: Identify and discuss key global trends that are shaping the communications landscape across the world in ways that affect professional communicators.

- **Research and insights**: How to conduct research that uncovers insights that can inform and drive a brand, communication or marketing strategy.

- **Brand strategy development**: Learn the best practices for creating a solid brand strategy, from defining your business’ value propositions to identifying your target audiences across multiple international markets and how these apply to your marketing and communications strategy.
• **Digital strategy development**: Learn the best practices for creating strategies that communicate with the right people on the right channels in an ever change digital and social landscape.

• **Visual design and presentation**: Use best practices in visual design and storytelling to clearly organize and showcase your ideas in interesting and compelling ways.

TEACHING PHILOSOPHY

This course is heavily participatory and will require a high level of discussion and teamwork. We will also stress the following elements as well:

• **Real-life experiences, not a game**: In addition to being highly participatory, this class is designed to mimic both real world client facing assignments and everyday professional situations.

• **Access to different points of view**: Good work doesn’t happen in a vacuum, it requires different skillsets and different experiences to get from A to Z. Class discussion is designed to showcase various avenues to a sound solution. Team projects and individual assignments are designed to expand access to information and experiences that shape the work.

• **“Global” not “International”**: There is no such thing as a single “international strategy,” global brands need to act local, while also thinking global. Projects need to be tailored to the regions and markets within the individual assignments.

• **User-centric approach**: Smart strategies are user-centric strategies. Focus will be on the fundamentals of user insights, understanding how people communicate, learn and share information rather than a focus on the newest shiny tactic.

• **Insight driven strategies**: Learn the best practices for creating strategies that communicate with the right people on the right channels in an ever change digital and social landscape.

• **Storytelling**: Use best practices in storytelling and presentation design to clearly organize and showcase your ideas in interesting and compelling ways.

TIME COMMITMENT

Each class will be 3 hours and 35 minutes in duration. We will have one scheduled break at some point during each class. Outside of class time students are expected to spend an average of six hours per week on class related activities. This time requirement will likely be higher during the week that a student is scheduled to present, and lower during an “off” week. Every student will present and work on a total of 3 projects out of the 6 weeks that we have presentations in class (not including the final project in London where everyone will be participating).

ATTENDANCE

Attendance is critical to your success in this class. In the event that you must miss class, please notify us as soon as possible. Due to the compact nature of this course you will be allowed no more than one excused absences in the duration of this class, as long as you have made arrangements with me before your absence. If you miss more than one class, each class thereafter will result in the reduction of your grade by one-third letter (e.g. A to A-). Each un-excused absence will also affect your grade by one-third letter.

REQUIRED READINGS

All articles, book excerpts, cases, and multimedia listed on the course schedule will be distributed in advance, via the class Blackboard group. Readings not included in the initial syllabus will be provided later in the semester, so we can review real-time cases and current events.
LIBRARY RESOURCES
http://guides.library.georgetown.edu/researchcourseguides
http://guides.library.georgetown.edu/prcc

CLASS FORMAT AND TEAM STRUCTURE

The first two classes will cover a description of techniques and strategies that students will be able to use each week and a discussion of the key deliverables and overall approach to the course. Subsequent lectures will be focused on expanding our understanding global in the context of the ever-changing digital world. Some weeks may or may not have lectures, but all will have time for discussion.

We will have an opportunity to discuss how to conduct research, find insights, understand user needs and any other issues related to the format of the course or expectations.

The class will be comprised of group presentations and individual assignments. Group work will be conducted in groups of 3 to 4, for a total of six teams. In the first week students will be divided into two groups (A and B) at random selection and provided with their first individual assignment based on their group. In week two, teams will receive their team assignments, and each week three teams will respond to a client project brief or request for proposal (RFP) in an assigned region(s). The three teams who are not presenting will complete individual assignments that reinforce skills needed to develop strategic insights, identify trends, and create compelling content.

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<thead>
<tr>
<th>Group</th>
<th>Week 2 Insights Presentation</th>
<th>Week 3 Country #1</th>
<th>Week 4 Country #2</th>
<th>Week 5 Country #3</th>
<th>Week 6 Country #4</th>
<th>Week 7 Countries #1, 3, 5</th>
<th>Week 8 Countries #2, 4, 6</th>
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<td>Group A2</td>
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<td>Group A3</td>
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<td>Group B1</td>
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<td>Group B2</td>
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<td>Group B3</td>
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Country assignments (subject to change):

| Country 1: Brazil | Groups A1, A2, A3 |
| Country 2: India | Groups, B1, B2, B3 |
| Country 3: Sweden | Groups A1, A2, A3 |
| Country 4: South Africa | Groups, B1, B2, B3 |
| Country 5: China | Groups A1, A2, A3 |
| Country 6: Russia | Groups, B1, B2, B3 |

INDIVIDUAL ASSIGNMENTS

More information on individual assignments will be available prior to the first day of class. However, all assignments will be geared toward helping you create portfolio-ready materials by the end of the course.

Individual assignments schedule:

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<thead>
<tr>
<th>Assignment</th>
<th>Group A</th>
<th>Group B</th>
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<tbody>
<tr>
<td>Key Insights Memo</td>
<td>Week 2: 6/15</td>
<td>Week 2: 6/15</td>
</tr>
<tr>
<td>Trends Report #2</td>
<td>Week 6: 7/13</td>
<td>Week 5: 7/5</td>
</tr>
<tr>
<td>Trends Report #3</td>
<td>Week 8: 7/27</td>
<td>Week 7: 7/20</td>
</tr>
<tr>
<td>Final Trend Report</td>
<td>Break Week: 8/7</td>
<td>Break Week: 7/31</td>
</tr>
<tr>
<td>Creative Brief</td>
<td>Week 7: 7/20</td>
<td>Week 8: 7/27</td>
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</tbody>
</table>
GRADING
Graduate course grades include A, A-, B+, B, B-, C, and F. **There are no grades of C+, C-, or D.**

Your course grade will be based on the following:

**Individuals Assignments: 65 points (25%)**

5 Points – Perfect Attendance

50 Points - Insights & Trends Report
- 15 points = weekly assignments (5 points for each assignment x 3 assignments). Weekly assignments will be graded on quality and originality of insights and findings.
- 35 points = Final Insights & Trend report
  - 15 points = Quality and originality of insights & trends
  - 10 points = Quality of storytelling
  - 10 points = Quality of design, structure & layout

5 Points – Week 2 Key Insights Assignment
- 3 points = Quality and originality of insights
- 2 points = Quality of storytelling

5 Points – Creative Brief, Project 3
- 3 points = Clarity of strategy
- 2 points = Succinct and actionable brief

**Team Assignments: 180 points (75%)**

90 points Presentations (30 points for each presentation x 3 per student):
- 5 Points = Quality and originality of insights
- 5 Points = Relevance & clarity of strategy
- 5 Points = Creativity & originality of ideas
- 5 Points = Implementability & practicality
- 5 Points = Overall presentation delivery
- 5 Points = Quality of presentation design, structure, & layout

75 Points Final Project (London Trip – scores will be averaged across client and instructors, but evaluated by and at the discretion of the instructors)
- 10 Points = Research and relevant insights
- 10 Points = Strategic thinking
- 10 Points = Creativity and originality
- 10 Points = Implementability of plan
- 10 Points = Level of effort and dedication
- 10 Points = Client management/relationship
- 10 Points = Overall client score of project
- 5 Points = Overall presentation delivery & QA preparedness
15 Points Team Evaluation (based on your team member’s feedback about you)

- 3 Points = Strategic thinking
- 3 Points = Creativity and originality
- 3 Points = Level of effort and dedication
- 3 Points = Ability to work effectively in team
- 3 Points = Level of detail/effort

**Grading Metrics:**

Students will have the opportunity to earn a total of 225 points this semester. Please reference the below grading scale and assignments:

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>100 - 93</td>
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<tr>
<td>A-</td>
<td>92 - 90</td>
</tr>
<tr>
<td>B+</td>
<td>89 - 88</td>
</tr>
<tr>
<td>B</td>
<td>87 - 83</td>
</tr>
<tr>
<td>B-</td>
<td>82 - 80</td>
</tr>
<tr>
<td>C</td>
<td>79 - 70</td>
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<tr>
<td>F</td>
<td>69 and below</td>
</tr>
</tbody>
</table>

The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

**UNIVERSITY RESOURCES**

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program
  202-687-4246
  [http://writingcenter.georgetown.edu/](http://writingcenter.georgetown.edu/)

- Academic Resource Center
  202-687-8354 | arc@georgetown.edu
  [http://ldss.georgetown.edu/](http://ldss.georgetown.edu/)

- Counseling and Psychiatric Services
  202-687-6985
  [http://caps.georgetown.edu/](http://caps.georgetown.edu/)

- Institutional Diversity, Equity & Affirmative Action (IDEAA)
  (202) 687-4798
  [https://ideaa.georgetown.edu/](https://ideaa.georgetown.edu/)

**STUDENTS WITH DISABILITIES POLICY**

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; [http://ldss.georgetown.edu/index.cfm](http://ldss.georgetown.edu/index.cfm)) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share.
with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

**GEORGETOWN HONOR SYSTEM**
All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

_In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together._

**PLAGIARISM**
Stealing someone else’s work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as “the act of passing off as one's own the ideas or writings of another.” More guidance is available through the Gervase Programs at [http://gervaseprograms.georgetown.edu/honor/system/53377.html](http://gervaseprograms.georgetown.edu/honor/system/53377.html). If you have any doubts about plagiarism, paraphrasing and the need to credit, check out [http://www.plagiarism.org](http://www.plagiarism.org).

**SYLLABUS MODIFICATION**
The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Est. Time</th>
<th>Class Outline &amp; Activities</th>
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</table>
| Wk 1 6/8 | 1.5 Hours | **Class Format Discussion & Grading:**  
- Welcome and introductions  
- Outline class format and how it will run  
- Discuss what we hope to learn  
- Outline requirements from each student and grading  
- Answer questions on class format and/or grading process  

**Lecture Topics & Discussion:**  
- *The Discovery & Research Process*: Review primary and secondary research techniques including online research and listening. Discuss the importance of and how to conduct stakeholder interviews.  
- *Framing the Story (part 1)*: How to develop a research driven narrative and tell a story using compelling insights and content.  

**Group Lottery:**  
- Conduct the Group A/B lottery  

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15 Min Break---

**Individual Weekly Assignments & Discussion:**  
Discuss the semester long Global Trends & Insights Report individual assignment. Students will be required to create a Global Trend & Insights Report for either a specific country/region or industry. Each Global Trends & Insights Report must include three parts:
1. User insights & expectations
2. Global trends impacting the country/region or industry, including digital and social platforms
3. Market/competitive landscape

During non-presentation weeks, students will submit individual section of their report for review and feedback; a fully compiled and designed report will be due at the end of the semester. Students will be able to select a topic of interest or relevance to their current or future endeavors.

Week 1 Assignment:
- Review insights assignment for Group A and Group B

Deliverables/Due Dates:
- Individual user insights presentation, 6/15 @ XPM

<table>
<thead>
<tr>
<th>Wk 2 6/15</th>
<th>1.5 Hours</th>
<th>Lecture Topics &amp; Discussion:</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>The User-Centric Strategy: How to create a strategy based on insights, and business capabilities.</td>
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<td>From Strategy to the Big Idea: How to turn a strategy into a creative brief.</td>
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<td></td>
<td>Framing the Story (part 2): How to develop a story arch that brings your audience along with you as you go from insights to big idea.</td>
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Team Assignments/Break-out Session:
- Teams per Group will be announced
- Teams will break-out and pull together a 10 minute team presentation of the top 3 insights from their Group’s assignment

Team Insights Presentations:
- Group A: Each team will be allowed 10 minutes to present their top three (3) consolidated insights. At the end of the three team presentations we will discuss Group A’s insights.
- Group B: Each team will be allowed 10 minutes to present their top three (3) consolidated insights. At the end of the three team presentations we will discuss Group B’s insights.

Group A, Country #1 Team Client Brief:
- Group A: Country #1 (client to be announced in class)

Group B, Global Trends & Insights Report Assignment 1:
- Introduction to topic for report
- User insights & expectations

Deliverables/Due Dates:
- Group A – presenting teams – presentations uploaded by 6/22 @ X PM
- Group B – Individuals assignments uploaded by 6/22 @ X PM

<table>
<thead>
<tr>
<th>Wk 3 6/22</th>
<th>1.75 Hours</th>
<th>Lecture Topics &amp; Discussion:</th>
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<tbody>
<tr>
<td></td>
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<td>The Importance of Brand: Why knowing your brand matters, what it looks/feels like internally and how to clearly articulate your brand to the outside world.</td>
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Team Presentations – Country #1 Team A1, A2, A3:
- 25 minute team presentations (20 minutes for each team followed by 5 minute Q&A session). NOTE – Teams will be cutoff at EXACTLY 20 minutes, whether they have completed their presentations or not, so teams are encouraged to practice and stick to the time allotted.
- Students will present to an “internal” audience of judges chosen by the instructors. These judges will be responsible for picking the winner.
- Winners will be announced the following week.

Country #1 General Discussion:
- Discuss impressions of Country #1 and challenges that students found, as well as key insights they gathered.
- Open discussion about presentations and strategies outlined by the two presenting groups.

Group B, Country #2 Team Client Brief:
- Group B: Country #2 (client to be announced in class)

Group A, New Team Lottery & Assignment
- Like the real world, we’ll mix up your teams. These will be your teams for the rest of the course.
### Wk 4 6/29

<table>
<thead>
<tr>
<th>1.5 Hours</th>
<th>Team Presentations – Country #2 Team A1, A2, A3:</th>
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<tr>
<td></td>
<td>• 25 minute team presentations (20 minutes for each team followed by 5 minute Q&amp;A session). NOTE – Teams will be cutoff at EXACTLY 20 minutes, whether they have completed their presentations or not, so teams are encouraged to practice and stick to the time allotted.</td>
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<td>• Students will present to an “internal” audience of judges chosen by the instructors. These judges will be responsible for picking the winner.</td>
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<td>• Winners will be announced the following week.</td>
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<td>1.75 Hours</td>
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### Country #2 General Discussion:

- Discuss impressions of Country #2 and challenges that students found, as well as key insights they gathered.
- Open discussion about presentations and strategies outlined by the two presenting groups.

### Group A, Country #3 Team Client Brief:

- Group A: Country #3 (client to be announced in class)

### Group B, New Team Lottery & Assignment

- Like the real world, we’ll mix up your teams. These will be your teams for the rest of the course.
- Assignment: Define your brand. Create a team name, up to three value propositions and a mission statement.

### Group B, Global Trends & Insights Report Assignment 2:

- Communications trends impacting region/market or industry of choice

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<thead>
<tr>
<th>Deliverables/Due Dates:</th>
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<tbody>
<tr>
<td>Group B – presenting teams – presentations uploaded by 7/6 @ X PM</td>
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<tr>
<td>Group B – Define your brand team assignment uploaded by 7/6 @ X PM</td>
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<tr>
<td>Group B – Individuals assignments uploaded by 7/6 @ X PM</td>
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### Wk 5 7/6

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<thead>
<tr>
<th>1.5 Hours</th>
<th>Team Presentations – Country #3 Team A1, A2, A3:</th>
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<tbody>
<tr>
<td></td>
<td>• 25 minute team presentations (20 minutes for each team followed by 5 minute Q&amp;A session). NOTE – Teams will be cutoff at EXACTLY 20 minutes, whether they have completed their presentations or not, so teams are encouraged to practice and stick to the time allotted.</td>
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<td>• Students will present to an “internal” audience of judges chosen by the instructors. These judges will be responsible for picking the winner.</td>
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<td>• Winners will be announced the following week.</td>
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<td>1.75 Hours</td>
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### Country #3 General Discussion:

- Discuss impressions of Country #3 and challenges that students found, as well as key insights they gathered.
- Open discussion about presentations and strategies outlined by the two presenting groups.

### Group B, Country #4 Team Client Brief:

- Group B: Country #4 (client to be announced in class)

### Group A, Global Trends & Insights Report Assignment 2:

- Communications trends impacting region/market or industry of choice

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<thead>
<tr>
<th>Deliverables/Due Dates:</th>
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<tbody>
<tr>
<td>Group B – presenting teams – presentations uploaded by 7/13 @ X PM</td>
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<tr>
<td>Group A – Individuals assignments uploaded by 7/13 @ X PM</td>
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<tr>
<td>Wk 6 7/13</td>
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