

Georgetown University
School of Continuing Studies
MPS Public Relations and Corporate Communications
MPPR-755-02: Digital Communications Strategy
Spring 2014

Class Time: Tuesdays 8:00 - 10:30 pm

Instructors: Adrienne Reich & Sarah Yi

Course Description

This course will equip students with the knowledge and tools to provide effective digital communications strategies in today's business environment. Students will increase their understanding of how digital communications relates to traditional marketing and PR tactics and how to identify opportunities for an integrated approach to engagement. This course will meet for 15 sessions between Tuesday January 14 and Tuesday May 6. Our class will review today's digital platforms, trends and tactics and will examine cases to understand effective applications. Students will leave the course with an increased knowledge and hands-on familiarity with digital and social communications and how create programs that ensure success.

Course Objectives

- To increase the student's understanding of digital communications strategies including social media, online communities, blogs, search engine marketing, mobile communications, video, etc. and how to apply these for success.
- To increase the student understanding of how digital communications strategies can integrate effectively with more traditional communications practices, and how to determine an appropriate balance.
- To examine cases of effective digital and integrated campaigns and examples to draw parallels for coursework.
- To equip students with the knowledge to develop a comprehensive integrated digital communications strategy for business.

Attendance

Missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). Absences for classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course. At the beginning of the semester, it is recommended that you partner with another member of the class to share notes/etc in the event of an absence.

Contacting your Instructor

There are no regularly scheduled office hours, however you can schedule time to speak with an instructor before or after class by appointment, as well as at other scheduled times during the week. The best way to reach Sarah or Adrienne is via email or cell phone.

Academic Resource Center

If you believe you have a disability, please contact the Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow their office 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 University Honor Pledge

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.

Georgetown University Writing Center

Please contact the Writing Center for support in preparing your written assignments. The Writing Center staff can be reached in Lauinger Library, 217A or at 202-687-4246 or <http://writingcenter.georgetown.edu/>.

Digital and Mobile in Class

The use of cell phones and blackberries in class is prohibited. Please turn these off before class starts. We will have a break during class where you can check messages. We will also on occasion, have guest speakers who will appreciate this as well. Regarding food, you are welcome to bring food or drink to the classroom.

Materials

Required Texts:

Paul A. Argenti and Courtney M. Barnes, Digital Strategies for Powerful Corporate Communications (McGraw-Hill) ISBN-13: 978-0071606028, \$20.78

Oliver Blanchard, Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Publishing) ISBN-13: 978-0789747419, \$17.48

- Mashable – www.mashable.com
- Tech Crunch – <http://techcrunch.com/>
- Social Mouth – www.socialmouths.com/blog
- Social Media Examiner – <http://www.socialmediaexaminer.com/>

These required texts will be supplemented by timely news articles, blog posts or current events throughout the semester.

Grading

15 points – First Subject Analysis
15 points – Second Subject Analysis
10 points – Weekly Trends Assessment
15 points – Class Participation
30 points – Final Project
15 points – Pop Quiz
100 points Total

Percentage values for final grades:

A 100-93

A- 92.99-90

B+ 89.99-88

B 87.99-83

B- 82.99-80

C 79.99-70

F 69.99-0

Assignments

There are three writing assignments for this class. Your assignments should meet Georgetown University's standard of excellence. Please follow these guidelines for your work:

- Include student name, course number and assignment title.
- Double-spaced work with no larger than size 11 font and no greater than 1-inch margins.
- Cite references; refer to APA Style for Electronic Media (www.apastyle.org).
- Bring one hard copy of your assignment to class the day it is due.
- Assignments are due at the start of the class period on the due date, unless otherwise specified. Any assignment submitted after that time will receive a penalty of 10% per class day late, but the total penalty will not exceed 50% of the points available for the assignment.

First Subject Analysis:

To be assigned on week #4. This will be a 2–4 page analysis on a particular company or organization and an application of a digital communications tactic.

Second Subject Analysis:

To be assigned on week #9. This will be a 2–4 page analysis on a particular company or organization and an application of a digital communications tactic.

Weekly Trends Assessment:

This class is heavily based around participation, discussion and following trends in social media. With that in mind, I want each of you to be reading the list of social media blogs above, in addition to your own favorites. In each class 2 – 3 students should be prepared to present on a recent piece of news in social media that you have learned from reading these blogs or from other credible sources. Each student must present 2 trends by the end of the semester.

Pop Quizzes

There will be a short pop quiz to track your progress with the readings, case studies, class discussions and assignments.

Final Project:

The final project will consist of a 6-8 page digital communications plan for a company/organization; the plan will be presented the final week of class – the presentation does not need to be formal. It should last no more than five minutes. The full assignment will be delivered on week #12, so there will be ample time to prepare your work and ask questions. Additionally there will be a Final Project Q&A and working session the week before projects are due.

Class Participation

To gain the full benefit of this class, your attention and participation is critical. Active dialogue is recommended and encouraged. Our class will be a 2-way conversation where learning occurs through the readings, individual research and monitoring of the digital industry, the materials presented in class and through your own contributions to our discussion. This includes participating in class discussion, in working groups as determined and in the weekly trends presentations.

Schedule

Week 1: Tuesday, January 14

Goal: Getting to know each other. Why social media?

Reading: *Social Media ROI, Chapter 1 & 2*

Week 2: Tuesday, January 21

Goal: Building Meaningful Content

Weekly Trend Reviews

Reading: *Digital Strategies, Chapter 1 and Social Media ROI, Chapter 10*

Week 3: Tuesday, January 28

Goal: Influencer Engagement and Word of Mouth Marketing

Weekly Trend Reviews

Reading: *Digital Strategies, Chapter 2*

Week 4: Tuesday, February 4

Goal: Go Where your Audience Lives & Capture their Attention

Weekly Trend Reviews

Assign First Subject Analysis

Reading: *Digital Strategies, Chapter 3 and Social Media ROI, Chapter 9*

Week 5: Tuesday, February 11

Goal: Digital Development & Ecosystem

Guest Lecturer: TBD

Weekly Trend Reviews

Reading: *Digital Strategies, Chapter 4*

Week 6: Tuesday, February 18

Goal: Mobile Activation

Weekly Trend Reviews

Reading: *Digital Strategies, Chapter 5*

Week 7: Tuesday, February 25

Goal: Social Business: The Operations of Social Media

Weekly Trend Reviews

First Subject Analysis Due

Reading: *Social Media ROI, Chapter 5, 6, and 7*

Week 8: Tuesday, March 4

Goal: Community Management

Guest Lecturer: TBD

Weekly Trend Reviews

Reading: *Digital Strategies, Chapter 6 and Social Media ROI, Chapter 11*

Week 9: Tuesday, March 18

Goal: Storytelling

Weekly Trend Reviews

Assign Second Subject Analysis

Reading: *Digital Strategies, Chapter 7*

Week 10: Tuesday, March 25

Goal: Navigating a Crisis

Weekly Trend Reviews

Reading: *Digital Strategies, Chapter 8 and Social Media ROI, Chapter 12*

Week 11: Tuesday, April 1

Goal: Digital in Regulated Industries

Weekly Trend Reviews

Reading: *Digital Strategies, Chapter 9 and Social Media ROI Chapter 13*

Week 12: Tuesday, April 8

Goal: Measurement, Metrics & ROI

Weekly Trend Reviews

Assign Final Project

Second Subject Analysis Due

Reading: *Social Media ROI, Chapter 14 and 15*

Week 13: Tuesday, April 15

Goal: Traditional and Social Integration

Weekly Trend Reviews

Reading: *Social Media ROI, Chapter 17*

Week 14: Tuesday, April 22

Final Project Q&A: Work Time

Weekly Trend Reviews

Week 15: Tuesday, May 6

Final Class Exercise

Final Projects Due

* Please note, the nature of this course is to stay relevant and timely with current digital trends and tactics, therefore subject matter may adjust slightly. Additionally travel and speaker schedules may cause date shifts. This syllabus will be subject to revisions.