Global Communications in the Age of Social Media

Class: MPPR-865
Term: Summer 2014

Instructors: Colin Moffett & Jackie Titus
Class Time: Monday, 6:00-9:35 pm

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 and Weibo in China, 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 a different global region each week. Students will be asked to create a regionally tailored digital communications strategy to engage a company’s stakeholders in its stated brand engagement initiatives. The class will emphasize content creation and storytelling 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 their 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 communications strategy
- **Digital Strategy Development** - Learn the best practices for creating strategies that communicate with the right people on the right channels in an increasingly
social communications landscape through social engagement and content marketing.

- **Visual Design and Presentation** - Use best practices in visual design and presentation 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:

- **This class is “live fire”** - In addition to being highly participatory, this class is designed to mimic real life client facing assignments and typical professional situations.
- **“Global” not “International”** - Projects need to be tailored to the individual regions and markets. There is no such thing as a a single “international strategy.”
- **Focus on the fundamentals** - Smart digital strategies take into account the fundamental ways in which people communicate, learn and share information with less of a focus on the newest shiny tactic.
- **Insight driven strategies** - Students will work to find insights that help inform and back up their overall strategies.
- **A huge emphasis on presentation** - Creating visual clean and appealing presentations and delivering them well in live situations is incredibly important to selling in good ideas.

**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.

**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).

**Academic Resource Center**
If you believe you have a disability, please contact the Academic Resource Center 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. The Academic Resource Center (ARC) offers an array of academic support services, including study skills workshops, individual consultations and tutoring. If a student is experiencing challenges with their coursework, they are encouraged to consult with an ARC administrator who will be able to address their individual needs and outline a plan of action. The contact information for the SCS ARC is: C129; 202.687.8354; arc@georgetown.edu; http://academicsupport.georgetown.edu. The main campus ARC’s contact information is: Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; http://ldss.georgetown.edu/index.cfm.

Honor System

Students are expected to abide by the Georgetown University Honor System. If you have not already done so, please familiarize yourself with the material and information that is posted on the Honor Council's website: http://gervaseprograms.georgetown.edu/hc/index.html

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 SCS Writing Center is located in SCS Student Services Suite C106. Students can make appointments at writingcenter.georgetown.edu. The main campus Writing Center staff is located in Lauinger Library, 217A or at 202-687-4246 or http://writingcenter.georgetown.edu/.

Class Format & Team Structure

The first two class sessions will cover a description of techniques that students will be able to use each week and a discussion of the key deliverables and overall approach to the course.

We will have an opportunity to discuss how to research, find insights, and any other issues related to the format of the course or expectations.
The class will be comprised of group presentations and individual assignments. In the first week, students will be divided into four teams at random selection. Each week two teams will respond to a Request for Proposal (RFP) from the assigned region. The two teams who are not presenting will complete individual assignments that reinforce skills needed to develop strategic insights and create compelling content.

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<tr>
<th></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 Country #5</th>
<th>Week 8 Country #6</th>
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<td>Group A1</td>
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<td>Group A3</td>
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<td>Group B1</td>
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<td>Group B3</td>
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**Country Assignments (subject to change)**

- **Country 1 (Group A1, A2, A3)**: Brazil
- **Country 2 (Group B1, B2, B3)**: Kenya
- **Country 3 (Group A1, A2, A3)**: Turkey
- **Country 4 (Group B1, B2, B3)**: India
- **Country 5 (Group A1, A2, A3)**: China
- **Country 6 (Group B1, B2, B3)**: Russia

**Weekly Sessions Detailed Description**

<table>
<thead>
<tr>
<th>Week</th>
<th>Class Outline &amp; Activities</th>
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<tbody>
<tr>
<td>Wk 1 6/9</td>
<td><strong>Class Format Discussion/Grading/Team Assignments</strong></td>
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<tr>
<td></td>
<td>- Welcome and introductions</td>
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<td>- Outline class format and how it will run and what we hope to learn</td>
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<td></td>
<td>- Outline requirements from each student and how they will be graded</td>
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<td>- Answer questions or discuss grading process</td>
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**Lecture Topics & Discussion**

- Research & Insights Technique: Review online research and listening techniques
- Trends: Global trends and evolution of communications + digital communications – *5 global trends in online communications*
- Content Creation: How to develop a research driven narrative and tell a story using compelling content

**Team Lottery & Assignment**

- Conduct the team lottery system where students get assigned their teams

**BREAK (time to trade groups)**
**Weekly Assignment + Discussion:**
Discuss individual assignment – Concept Brief: Students will receive a situation analysis or mini-brief that is relevant to that region (or brand/organization) and asked to develop a concept brief for responding to the challenge/topic assigned. The elements of a concept brief as well as examples and expectations will be reviewed in class.

**Week 1 Assignment**
All students will complete their first concept brief on a brand or topic of their choice.

**Deliverables/Due Dates:**
All concept briefs links posted to wiki by 3pm EST 6/16

<table>
<thead>
<tr>
<th>Wk 2 6/16</th>
<th>Concept Brief Discussion</th>
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<td>- Open discussion about first round of concept briefs and questions from students about the experience and finding insights.</td>
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<td>- Awarding best concept brief of the week and bonus points</td>
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**Lecture Topics & Discussion**
- Strategy Lesson – How to create a strategy based on insights.
- Presentation Format – Key requirements of presentations
- Visual Thinking – Using the techniques of visual thinking to explain complex problems
- Slide Presentations – How to create a compelling story and use visual slides
- Concept Brief – How to take research/insights and build into a concept brief or document

**BREAK**

**New Project Brief + Weekly Assignments**
- GROUP A: Country #1 (client to be announced in class)
- Reading assignment - List of blog posts and online reading materials will be distributed to class for Country #1.
- Individual Assignment: *Create a concept brief on a brand or cultural event relevant to Country #1*

**Readings to Discuss**
- Content Rules Chapters 1+2
- Resonate Chapters 1+2

**Deliverables/Due Dates:**
- Group A1 A2 A3 – presenting teams – presentation uploaded to wiki by 3pm EST on 6/23
- Group B1 B2 B3 – Concept brief assignments due 12pm EST on 6/22
<table>
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<tr>
<th><strong>Week 3</strong></th>
<th><strong>6/23</strong></th>
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<tbody>
<tr>
<td><strong>Concept Brief Country Discussion</strong></td>
<td><strong>-</strong> Open discussion about second round of concept briefs and questions from students about the experience of finding a region specific topic and creating a narrative.</td>
</tr>
</tbody>
</table>
| **Readings to Discuss** | **-** Content Rules Chapters 3+4  
**-** Resonate Chapters 3+4 |
| **COUNTRY #1 Team A1, A2, A3 Presentations** | **-** 25 minute team presentations (20 minutes for each team followed by 5 minute question session with client). 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. |
| **BREAK** | **-** |
| **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. |
| **New Project Brief + Weekly Assignments** | **-** GROUP B: Country #2 (client to be announced in class)  
**-** Reading assignment - List of blog posts and online reading materials will be distributed to class for Country #2.  
**-** Individual Assignment: Create a concept brief on a current brand or cultural event relevant to Country #2 |
| **Deliverables/Due Dates:** | **-** Group B1 B2 B3 – presenting teams – presentation uploaded to wiki by 3pm EST on 6/30  
**-** Group A1 A2 A3 – Storify assignments due 12pm EST on 6/29 |
### Wk 4 6/30

**Winner Announcement & Discussion**
- Announce the winning presentation from the previous week and discuss why that presentation won and lessons learned.
- General discussion about previous week’s presentation, student reactions and any other topics about previous week.

**Readings to Discuss**
- Content Rules Chapter 5
- Resonate Chapter 5

**COUNTRY #2 Team B1 B2 Presentations**
- 25 minute team presentations (20 minutes for each team followed by 5 minute question session with client). 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.
- The first week for each group, the presentations will not be presented to the client but rather to an “internal” audience of judges chosen by the instructor. These judges will be responsible for picking the winner.
- Winners announced the following week

**BREAK**

**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.

**New Project Brief + Weekly Assignments**
- **GROUP A: Country #3** (client to be announced in class)
- Reading assignment - List of blog posts and online reading materials will be distributed to class for Country #3.
- Individual Assignment – Storify Discussion – Review platform, how-to use it, buse use cases, provide first assignment. Group B1, B2 set-up individual Storify accounts and create Storify story on Country #3 cultural event or news story

**Deliverables/Due Dates:**
- Group A1 A2 A3 – presenting teams – presentation uploaded to wiki by 3pm EST on 7/7
- Group B1 B2 B3– Storify links posted to Wiki by 12pm EST on 7/6.

### Wk 5 7/7

**Winner Announcement & Discussion**
- Announce the winning presentation from the previous week and discuss why that presentation won and lessons learned.
- General discussion about previous week’s presentation, student reactions and any other topics about previous week.

**Readings to Discuss**
- Content Rules Chapters 6+7
- Resonate Chapter 6
**COUNTRY #3 Team Presentations**
- 25 minute team presentations (20 minutes for each team followed by 5 minute question session with client). 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.
- This is the first week that the class is presenting to real clients. These will either be clients who are represented by someone who attends the class, or done via a video link where the presentations will be shared by video with the client and judged based on that.
- Winners announced the following week

**BREAK**

**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.

**New Project Brief + Weekly Assignments**
- **GROUP B**: Country #4 (client to be announced in class)
- Reading assignment - List of blog posts and online reading materials will be distributed to class for Country #4.
- Individual Assignment - Group A1, A2 set-up individual Storify accounts and create Storify story on Country #4 cultural event or news story

**Deliverables/Due Dates:**
- Group B1 B2 B3 – presenting teams – presentations uploaded to wiki by 3pm EST 7/7
- Group A1 A2 A3 – Concept Briefs – submitted to class e-mail by 12pm EST on 7/6

**Wk 6 7/14**

**Winner Announcement & Discussion**
- Announce the winning presentation from the previous week and discuss why that presentation won and lessons learned.
- General discussion about previous week’s presentation, student reactions and any other topics about previous week.

**Readings to Discuss**
- Content Rules Chapters 8+9
- Resonate Chapters 7+8

**COUNTRY #4 Team Presentations**
- 25 minute team presentations (20 minutes for each team followed by 5 minute question session with client). 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.
- This is the second week that the class is presenting to real clients. These will
either be clients who are represented by someone who attends the class, or
done via a video link where the presentations will be shared by video with the
client and judged based on that.
- Winners announced the following week

**BREAK**

**COUNTRY #4 General Discussion**
- Discuss impressions of Country #4 and challenges that students found, as
well as key insights they gathered.
- Open discussion about presentations and strategies outlined by the two
presenting groups.

**New Project Brief + Weekly Assignments**
- **GROUP A: Country #5** (client to be announced in class)
- Reading assignment - List of blog posts and online reading materials will be
distributed to class for Country #5.
- Individual Assignment – Group B1, B2 Storify - create Storify story on
Country #4 cultural event or news story

**Deliverables/Due Dates:**
- Group A1 A2 A3 – presentation teams – presentations uploaded to wiki 3pm
  EST 7/21
- Group B1 B2 B3 – Storify links posted to class wiki by 12pm EST 7/20

**Wk 7 7/21**

**Winner Announcement & Discussion**
- Announce the winning presentation from the previous week and discuss why
that presentation won and lessons learned.
- General discussion about previous week’s presentation, student reactions
and any other topics about previous week.

**Readings to Discuss**
- Content Rules Chapter 10
- Resonate Chapter 9

**COUNTRY #5 Team Presentations**
- 25 minute team presentations (20 minutes for each team followed by 5
minute question session with client). 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.
- This is the third and final week that the class is presenting to real clients.
These will either be clients who are represented by someone who attends the
class, or done via a video link where the presentations will be shared by
video with the client and judged based on that.
- Winners announced the following week

**BREAK**
**COUNTRY #5 General Discussion**
- Discuss impressions of Brazil and challenges that students found, as well as key insights they gathered.
- Open discussion about presentations and strategies outlined by the two presenting groups.

**New Project Brief + Weekly Assignments**
- **GROUP B: Country #6** (client to be announced in class)
- Reading assignment - List of blog posts and online reading materials will be distributed to class for Country #6.
- Individual Assignment – Group A1, A2 Storify - create Storify story on Country #4 cultural event or news story

**Deliverables/Due Dates:**
- Group B1 B2 B3 – presenting teams – presentations uploaded to wiki 3pmEST 7/28
- Group A1 A2 A3 – Concept Briefs – submitted to class e-mail 12pmEST 7/27

<table>
<thead>
<tr>
<th>Wk 8 7/28</th>
<th><strong>Winner Announcement &amp; Discussion</strong></th>
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<td>- Announce the winning presentation from the previous week and discuss why that presentation won and lessons learned.</td>
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<td></td>
<td>- General discussion about previous week’s presentation, student reactions and any other topics about previous week.</td>
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**COUNTRY #6 Team Presentations**
- 25 minute team presentations (20 minutes for each team followed by 5 minute question session with client). 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.
- This is the second week that the class is presenting to real clients. These will either be clients who are represented by someone who attends the class, or done via a video link where the presentations will be shared by video with the client and judged based on that.
- Winners announced the following week

**BRAKE**

**COUNTRY #6 General Discussion**
- Discuss impressions and challenges that students found, as well as key insights they gathered.
- Open discussion about presentations and strategies outlined by the two presenting groups.
- NOTE – The winner of this week will need to be announced on the wiki and discussed in London

**London Discussion & Assignment**
- Reading assignment - List of blog posts and online reading materials will be distributed to class for London.
- Individual Assignment: While reading and researching London, create a one slide overview of what you are “most excited to do in London” that is not directly related to your RFP assignment
- Groups and Client Assignment

**Deliverables/Due Dates:**
- 8/10 (Midnight EST): Submit your 1 slide assignment to the course e-mail. The course instructors will compile and it will be reviewed the first morning of class in London (NOTE – ASSIGNMENTS DUE ON FRIDAY BEFORE LEAVING FOR LONDON)
<table>
<thead>
<tr>
<th>Week 9</th>
<th>London - Class Outline &amp; Activities</th>
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| **Sunday 8/10** | • All arrive in London  
• Class meetup for drinks and introduction in the evening |
| **Monday 8/11** | • Class from 9am to 11am  
• Guest Speaker - TBD  
• Discussion of process for week and agenda  
• Afternoon – Team meetings to prepare for client meetings and meet with Professor to discuss agenda and plans |
| **Tuesday 8/12** | • Guest Speaker - TBD  
• Afternoon – All teams have in person client meetings at client sites or over the phone |
| **Wednesday 8/13** | • Guest Speaker - TBD  
• Afternoon – All teams work on project responses |
| **Thursday 8/14** | • WORKING DAY  
• All teams work on client projects and meet with Professor for input throughout the day |
| **Friday 8/15** | • Client presentations from 9am to 1pm  
• Evening class meet up/farewell party |

**Materials**

Required Texts:

Kiss, Bow, or Shake Hands – Morrison and Conaway  
ISBN-10: 1593373686

Content Rules – Handley, Chapman and Scott  
ISBN-10: 0470648287

Resonate: Present Visual Stories that Transform Audiences – Duarte  
ISBN-10: 0470632011

**Class Collaboration Wiki**

All class materials and assignments will live on the class wiki:  
http://globalcomm2013.pbworks.com/

**Grade Overview**
25 Points Weekly Individual Assignments:
5 Points = Quality of insight or storytelling on concept brief and storify (Individual over 4 assignments)
3 Points = For final assignment before the London (Individual)
2 Points = Perfect attendance (making every class - Individual)

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 & organize

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

70 Points Final Project (London Trip – evaluated by 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

How You Will Be Scored:

- Individual assignments will be graded based on clarity of insights and storytelling execution. Specific details on criteria for each assignment will be discussed in class.
- The presentation scores and winners will be determined each week by combining the evaluation of the Instructors with the feedback of the judges. A checklist will also be provided on how each presentation will be graded on the first day of class.
- Class participation each week will be graded by the Instructors based on the level of engagement students demonstrate.
- The winning team will be decided by our client each week and is non-negotiable once determined.
- The 15 points for team evaluation are based on what your peers say about working with you and will be collated and used by the Instructors to determine your final grade.
• The 70 points for the final project will be allocated by the Instructors with input from other Georgetown team members who will be participating in the week’s activities.

**Bonus Points (Offered for special tasks and achievements)**

• 2 Bonus Points = Best assignment of the week (as rated by instructors)
• Other tasks to earn bonus points will be created throughout the class