Digital Marketing and Social Media
iml 140

Location: TBD
Tuesday's: 4pm

Class wiki: TBD

Professor: Marc Fernandez and Mark Koberg
emfernan@usc.edu & koberg@usc.edu

SCI 101Q (Office hours: By appointment)

Course Description

A focus on the visual: According to a Shareaholic.com, between September 2013 and February 2014, YouTube generated the highest post-click engagement and lowest post-click bounce rate of any social media platform. Likewise, while Facebook activity plummets and Twitter remains constant, visual platforms like Instagram and Vine are still on the rise.

This course offers an opportunity to learn the tools and technologies of ideation, development and implementation of digital media campaigns for real-world companies. Students form Digital media agencies and work directly with local businesses to strategize, develop and deliver digital media marketing campaigns, which are designed to be compelling in social media environments. At the end of the semester, each agency will deliver their campaign to their client

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Hands-on Lab Component

All classes in the MAP curriculum integrate multimedia authoring and theory. Students in this course will have access to SCI labs and will be using an array of software applications to complete assignments; students are invited to work with IML support staff for tutorials and technical support.

Grading Breakdown & Course Structure

- Digital me assignment 5%
- Agency development 15%
- Agency website 15%
- Agency team video 15%
- Social Media campaign for client 30%
- Final Pitch 20%

Introduce yourself digitally assignment:

- Showcase any skills you have – PS, sound editing, music production etc. in a short presentation to the class.   Since you will be working in groups of 2 for the rest of the semester, it is important that you convey your skills and interests to find the best match.

Create Agency with specific market focus tied to your client

1. Develop ID Package
2. Logo
3. Slogan

Agency Website that utilizes ID package

- About Agency, About Team, Portfolio, Contact
- Agency team video

Client Deliverables

1. Select client that fits your agency focus - Submit at least 2 (ideally 3) options.
2. Contact Client and introduce your course and objectives
3. Meet with client and determine what digital/social media deliverables make sense for their business goals.
   a. Mandatory: 30-90 second video that promotes the business.
   b. Additionally you will develop a second deliverable. Examples include; Website, Pinterest , Tumbler page, enhanced video, market an event, New corporate ID,

Final Project and Presentation:

- Each Group will deliver a final presentation to the class and guests. The presentation will be in the form of a prospective pitch to a new client and highlight the agency website, team and portfolio.

Evaluation

Each IML 40 assignment will contain project evaluation guidelines clearly indicating what is expected for the assignment. In general, you will be graded on these elements:

Conceptual Core

- Is the project's thesis clearly articulated?
- Is the project productively aligned with one or more of the multimedia genres outlined in lab?
- Does the project effectively engage with the primary issues presented in the assignment?

Research Competence

- Does the project display evidence of substantial research and thoughtful engagement with its subject?
- Does the project use a variety of types of sources (i.e., not just websites)?
- Does the project deploy more than one approach to its topic?

Form and Content

- Do structural and formal elements of the project reinforce the conceptual core in a productive way?
- Are design decisions deliberate and controlled?
- Is the effectiveness of the project uncompromised by technical problems?

Creative Realization

- Does the project approach its subject in creative or innovative ways?
- Does the project use media and design principles effectively?
- Does this project achieve significant goals that could not have been realized on paper?

Course Policies

Statement on Fair Use: Fair use is a legal principle that defines certain limitations on the exclusive rights of copyright holders. MAP seeks to apply a reasonable working definition of fair use that will enable students and instructors to develop multimedia projects without seeking authorization for non-commercial, educational uses.

Four factors should be considered when determining whether a use is fair: (1) the purpose and character of use, (2) the nature of the copyrighted work, (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and (4) the effect of the use upon the potential market for or value of the copyrighted work. In general, we regard the reproduction of copyrighted works for the purposes of analysis or critique in this class to be covered by the

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principle of fair use.

Citation Guidelines: All projects will need to include academically appropriate citations where appropriate in the form of a References section, which covers all sources, in order to receive a passing grade. The References area is either included in the project or as a separate document, as appropriate to your project. We will be following the KAIROS style guide for citation purposes in this class [http://www.technorhetoric.net/styleguide.html]. Kairos uses a modified APA format, whose general guidelines and many specific examples you can find here: http://owl.english.purdue.edu/owl/resource/560/01/

Statement on Academic Integrity: USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. Scampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: http://www.usc.edu/dept/publications/SCAMPUS/gov/. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/.

Statement for Students with Disabilities: Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday.

Emergency Plan: In the event of an emergency, all attempts will be made to continue MAP courses as usual. If we cannot meet synchronously, we will continue with our asynchronous work. In addition, all course materials are backed up on a secondary site (usually Blackboard) in the event that the primary wiki site should go down

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