

**MCOM 3270: MEDIA STRATEGY**

**Instructor:** Melanie B. Richards, PhD

**Email:** [richardsmb@etsu.edu](mailto:richardsmb@etsu.edu) (always the best way to reach me!)

**LinkedIn:** <https://www.linkedin.com/in/melrichardsphd/>

**Office hours:** By appt, appts can be scheduled at:

<https://melrichardsphd.youcanbook.me/>

**Zoom:** (For scheduled appts) <https://etsu.zoom.us/j/5757865380>

or in person @my office (W-P 519-D)

**Dept. phone:** 423-439-5575

Latest COVID-19 Updates from ETSU: <https://www.etsu.edu/coronavirus/>

ETSU CARE Processes and Support Services: <https://www.etsu.edu/students/dean-students/>

**COURSE INFORMATION**

This course explores the fundamental concepts of strategic media planning, buying, and measurement, including media arithmetic, creative strategy and vehicle selections. We will explore media strategies and concepts important to any student studying media and communication (radio, tv, film, journalism, and brand communication.) In addition to foundational media measurement concepts, students will learn about media strategy and tactical concepts including: online advertising, search, content marketing, social media as well as mobile media targeting.

Upon successful completion of the final exam in this course with an 80% or higher grade you will also earn the Digital Marketing Associate certification from the [Digital Marketing Institute](#). This is a very beneficial addition for your resume, so I encourage you to study hard and do well.

**LEARNING OBJECTIVES**

Upon completion of this course students should be able to:

- Apply media measurement concepts to media experiences (film, journalism, TV)
- Understand digital communication concepts and terms as well as their relationship to brand building;
- Understand how digital communication can complement other promotional activities;
- Be familiar with online advertising;
- Understand search and search optimization;
- Comprehend various digital audience evaluation measures;
- Be knowledgeable of key industry resources;
- Understand the application of social media in a branding context;
- Be familiar with mobile marketing and applications;
- Apply digital communication strategies and tactics addressing marketing objectives;

**REQUIRED TEXTBOOKS**

Egan, B. (2021). Media Planning Essentials. (Referred to as MPE in chapter assignments below.) You should register and access the digital text by directly using this link: <https://home.stukent.com/join/1D4-41F>. (You must still complete the sign up process at this link, even if you have a code from the bookstore.)

*Please note- we will NOT be using the pricier version of the MPE text with CommsPoint- we will instead be using the 2021 version and supplementing with the Digital Marketing Institute materials described below- so you can ignore any of these mentions within the text.*

After you register, you can login easily anytime at [home.stukent.com](https://home.stukent.com). I recommend bookmarking this link for easy access.

Digital Marketing Institute student handbook and associated materials (2020). (Referred to as DMI in assignments below). All of your DMI materials, including the student handbook, are available in the content section of D2L.

All other necessary resources are also posted on D2L. You are responsible for checking the content tab on D2L to be sure you have read and responded to all required content for each week. All videos from the professor will be posted by end of day weekly every Tuesday.

## **ASSIGNMENTS**

**Stukent Quizzes-** 30% of your final grade (15 quizzes @2 points each):

At the end of each week, by Sunday at 11:59pm, you will need to take the 15 minute timed chapter quizzes associated with your Stukent MPE text. These quizzes cover the weekly chapter readings. You must take the quizzes via Stukent online. The only weeks in which you will **not** be completing a Stukent quiz are weeks 12, 13 and 14. Before you take the quiz- I highly recommend you (of course) review all materials for that chapter, but then go back and re-read the glossary and lecture slides to ensure you are well-prepared.

**D2L Content Summaries-** 16% of your final grade (8 weekly summaries @2 points each):

At the end of each week in which additional content is assigned in D2L, by Sunday at 11:59pm you will also post brief summary paragraphs that highlight each D2L content assignment (at least one paragraph each) from that week in the associated weekly dropbox. For any weeks when there is no additional D2L content assigned (e.g., weeks where you are only responsible for covering assigned MPE Chapters), it will be noted here in the syllabus and on D2L.

**Challenge Questions-** 39% of your final grade (13 assignments @3 points each):

At the end of every week, by Sunday at 11:59pm, you post a brief (2-3 paragraph) response to the challenge question posted on D2L in the associated weekly dropbox. The only week you will not have a challenge question assigned is week 14.

**Final Exam** (15% of your final grade):

This will be a final, timed, exam that will also provide you with your Digital Marketing Institute Associate certification based upon a grade of 80% or higher. Exam questions will come from readings and class content. The exam is scheduled during week 14 (4/22-24).

EXTRA CREDIT OPPORTUNITIES WILL ALSO BE POSTED ON D2L AND MAY BE COMPLETED AT ANY POINT THROUGHOUT THE SEMESTER.

### **D2L CLASS PROCEDURE**

Errors in grammar/spelling/format will drop your D2L assignment grade significantly- so please review and edit all work before submitting. You must provide input for each item separately (i.e. follow question directions). Make each entry clear. Late work, work posted under the wrong group or week receives a zero – no discussion. Document attachments will receive a zero.

*YOU WILL ONLY CREATE ONE D2L ENTRY EACH WEEK CONTAINING ALL ASSIGNMENTS.*

(FYI... Late work includes work submitted <1 minute after the deadline regardless of technical difficulties, acts of God, personal problems, etc. If you post something under the wrong grouping and you realize it after the deadline you will receive a zero. I expect professionalism and attention to detail.)

**D2L Professor Videos:** Each week I will post a video discussion of the week's content, as well as information for the coming weeks. You are responsible for the content on these videos in addition to your other work. I will occasionally comment within D2L, but most of my input will come from these video responses. Please review these each week. You are responsible for any announcements made during these response videos.

### **EVALUATION**

#### **Course Evaluation Weights:**

Weekly Quizzes	30% of final grade (15 quizzes @2 points each)
D2L Content Summaries	16% of final grade (8 weekly summaries @2 points each)
D2L Challenge Questions	39% of final grade (13 challenge Qs @3 points each)
Final Exam	15% of final grade

-----ALL LATE WORK RECIEVES A ZERO-----

**GRADING SCALE (grades will be rounded to the nearest whole number)**

<b>A</b>	95-100	<b>C</b>	74-77
<b>A-</b>	90-94	<b>C-</b>	70-73
<b>B+</b>	88-89	<b>D+</b>	68-69
<b>B</b>	84-87	<b>D</b>	64-67
<b>B-</b>	80-83	<b>D-</b>	60-63
<b>C+</b>	78-79	<b>F</b>	<60

## TOPICS OUTLINE

### Week 1 (8/23-29)

Readings: MPE Chapter 1- Introduction & D2L- 1. Foundations of Digital (DMI)

Assignments: Watch welcome video/lecture, Associated Student weekly quiz for Chapter 1, D2L Content Summary, & D2L Challenge Questions

### Week 2 (8/30-9/5)

Readings: MPE Chapter 2 – The Communications Planning Process Overview and Chapter 3 – The Consumer Decision Journey

Assignments: Watch professor video, Associated Student weekly quizzes for Chapters 2 and 3, & D2L Challenge Questions (no D2L content summaries this week)

### Week 3 (9/6-12)

Readings: MPE Chapter 4 –Media’s Role in the Marketing Mix & D2L Readings

Assignments: Watch professor video, Associated Student weekly quiz for Chapter 4, D2L Content Summaries, & D2L Challenge Questions

### Week 4 (9/13-19)

Readings: MPE Chapter 5- Understanding Target Audiences & Chapter 6 – Media Planning Basics

Assignments: Watch professor video, Associated Student weekly quiz for Chapters 5 and 6 & D2L Challenge Questions (no D2L content summaries this week)

### Week 5 (9/20-26)

Readings: MPE Chapter 7– Understanding Offline Media & D2L Readings

Assignments: Watch professor video, Associated Student weekly quiz for Chapter 7, D2L Content Summaries, & D2L Challenge Questions

### Week 6 (9/27-10/3)

(NOTE: plan ahead- heavier content week!)

Readings: MPE Chapter 8- Understanding Online Media & D2L- 2. Web & Email, 3. Social Media (DMI)

Assignments: Watch professor video, Associated Student weekly quiz for Chapter 8, D2L Content Summaries, & D2L Challenge Questions

**Week 7 (10/4-10/10)**

Readings: MPE Chapter 9- Understanding Mobile Media & D2L- 4. Social Customer Service (DMI)

Assignments: Watch professor video, Associated Stukent weekly quiz for Chapter 9, D2L Content Summaries, & D2L Challenge Questions

**Week 8 (10/13-17)**

(NOTE: FALL BREAK this Mon/Tues, Slightly lighter week)

Readings: MPE Chapter 10- Setting Campaign Objectives and Chapter 11- The Campaign/Product Briefing

Assignments: Watch professor video, Associated Stukent weekly quizzes for Chapters 10 and 11 & D2L Challenge Questions (no D2L content summaries this week)

**Week 9 (10/18-24)**

Readings: MPE Chapter 12 –Role of Communications and Chapter 13- Finding Channels of Influence

Assignments: Watch professor video, Associated Stukent weekly quizzes for Chapters 12 and 13 & D2L Challenge Questions (no D2L content summaries this week)

**Week 10 (10/25-31)**

Readings: MPE Chapter 14: Creating an Integrated Communications Plan & Linked D2L Readings

Assignments: Watch professor video, Associated Stukent weekly quiz for Chapter 14, D2L Content Summaries, & D2L Challenge Questions

**Week 11 (11/1-7)**

Readings: MPE Chapter 15: Measurement and Metrics & D2L Readings

Assignments: Watch professor video, Associated Stukent weekly quiz for Chapter 15, D2L Content Summaries, & D2L Challenge Questions

**Week 12 (11/8-14)**

Readings: MPE Chapter 16: Writing a Successful Communications Plan Recommendation

Assignments: Watch professor video, D2L Challenge Questions (no D2L content summary or Stukent Quiz this week)

**Week 13 (11/15-21)**

Readings: D2L- 5. Challenges & Risks, 6. Digital Mindset (DMI)

Assignments: Watch professor video, D2L Content Summaries, & D2L Challenge Questions  
**LIVE DMI EXAM PREP SESSION THIS WEEK- Day/time TBD closer to the date (will also be recorded/posted on D2L)**

**REMINDER- COMPLETE YOUR EXAM NEXT WEEK BEFORE YOU LEAVE FOR BREAK!**

**Week 14 (11/22-23, off 24-28 for THANKSGIVING BREAK)**

**FINAL (DMI CERTIFICATION) EXAM via D2L open from 11/22-11/23 at 11:59PM**

**Week 15 (11/29-12/3)**

**ALL EXTRA CREDIT OPPORTUNITIES MUST BE SUBMITTED BY 12/3 at 11:59 pm, NO LATE SUBMISSIONS WILL BE ACCEPTED**

---

### STUDENT RESPONSIBILITIES

You are responsible for all material from the book and lectures. Lectures will not necessarily be a recap of everything in your texts. If you have questions about text-related material not covered in class, please ask. All assignments should be submitted via D2L weekly by Sunday night at 11:59 PM in the corresponding DropBox.

Students are responsible for checking D2L and for all emails sent to student accounts. **You must use your @etsu.edu account**, This is my only way to communicate with the entire class outside of the classroom. YOU MUST CHECK D2L AND YOUR STUDENT EMAIL ACCOUNT DAILY. NO EXCEPTIONS.

### CONTACT INFORMATION/ SYLLABUS QUESTIONS/ABSENCES

If you should need to contact me with a question, I encourage you to do so via email (richardsmb@etsu.edu), as it comes straight to my phone and I will respond most quickly this way. **I encourage you to get in touch with me ASAP by email in the case of a personal emergency situation.** I promise I will get back to you within 24 hours in this kind of situation, but usually much sooner. Emergencies consist of incidents such as major illnesses, accidents, etc. Topics such as wanting to drop this course after it is too late in the semester or requesting extra credit the week of finals will not be treated as an emergency and I will make no concessions in these cases. I will respond to all non-urgent emails within 48 hours. I will also have virtual office hours by appointment that can be scheduled via the link at the top of the syllabus. Emailing me is always the best and quickest way to reach me though!

I will be reasonable in accommodating students who may have late assignments resulting from: (1) documented personal illness with a doctor's note or (2) death or major illness in the family. Regarding participation in University-sanctioned activities and programs, this is an asynchronous course and thus you should be able to schedule work around these activities. I have the right to request documentation verifying the above factors. Any student who believes that his or her final grade for a course has been reduced unfairly has the right to appeal that grade within a specific timeframe.

In the event a third party needs to contact me, please direct them to my email contact information listed above. No third party should use your login credentials to gain access to the D2L portion of the classroom.

### Writing Assignment Guidelines

- **NO LATE ASSIGNMENTS WILL BE ACCEPTED WITHOUT AN APPROVED EXCUSE AS OUTLINED.** I have provided contact information for you should you experience an emergency situation. If this does happen, **you must let me know as soon as possible** and I will try to work with you. Otherwise, please do not ask for extensions, as I cannot accept any late assignments.
- All written work (outside of work submitted through D2L discussions) should be saved as a .doc file (Microsoft Word) or ppt (for presentations) and include your name in the name of the file when submitting to drop box. For example, my week one assignment would be saved as MelanieRichards\_WeekOne. If you do not have Microsoft Office, please use lab resources to access this software. All work must be submitted through D2L *before class on the date due*. No physical copies of printed work will be accepted in class.
- I expect that all written work should have no spelling or grammatical errors, adhere to APA style guidelines, and fall within the word or page count requested. Grading will depend on these three variables amongst others as described above.
- I strongly encourage you to take advantage of the services available at ETSU's Center for Academic Achievement early in the semester. Through scheduling and completing a tutoring session or writing workshop with the Center, this will help you to improve your writing for this and all courses.

### UNIVERSITY AND COURSE RESOURCES & POLICIES

---

#### ACADEMIC MISCONDUCT

Any act of dishonesty in academic work constitutes academic misconduct. This includes plagiarism, the changing or falsifying of any academic documents or materials, cheating, and the giving or receiving of unauthorized aid in tests, examinations, or other assigned school work. Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to: a grade of "F" on the work in question, a grade of "F" for the course, reprimand, probation, suspension, and expulsion. For a second academic offense the penalty is permanent expulsion.

<http://www.etsu.edu/cas/casinarc/currentstudents/misconduct.aspx>

Plagiarism is defined as follows by Black, Henry Campbell, Black's Law Dictionary, West Publishing Company, St. Paul, Minnesota, 1968 (p. 1308): "The act of appropriating the literary composition of another, or parts or passages of his writings, or the ideas or language of the same, and passing them off as the product of one's own mind." Moreover, to be liable for 'plagiarism' it is not necessary to exactly duplicate another's literary work it being sufficient if unfair use of such work is made by lifting of substantial portion thereof, but even an exact counterpart of another's work does not constitute 'plagiarism' if such counterpart was arrived

at independently (O'Rourke vs. RKO Radio Pictures, D. C, Mass., 44F. Supp. 480, 482, 483).

---

### **ETSU HONOR CODE**

East Tennessee State University is committed to developing the intellect and moral character of its students. To that end, all instances of plagiarism, cheating, and other forms of academic misconduct shall be punished in accord with Tennessee Board of Regents Policy. Any knowledge of conduct of this nature should be reported to the proper authorities. Not reporting instances of academic misconduct represents a fundamental break with honor code policy, and although this offense is not punishable, reflects a callous disregard for yourself, your classmates, and your professors. Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to: a grade of F on the work in question, a grade of F for the course, reprimand, probation, suspension, and expulsion. For a second academic misconduct offense, the penalty is permanent expulsion. **We want you to succeed at ETSU.**

---

### **DIVERSITY**

Neither I nor East Tennessee State University discriminate on the basis of race, class, linguistic background, religion, gender, sexual orientation, ethnicity, age or physical ability. Further, as professionals, you will be exposed to a wide diversity of people and ideas in the workforce. Therefore, it is imperative that your instruction reflects that diversity.

---

### **STUDENTS WITH SPECIAL NEEDS**

It is the policy of ETSU to accommodate students with disabilities, pursuant to federal law, state law and the University's commitment to equal educational opportunities. Any student with a disability who needs accommodations, for example arrangement for examinations or seating placement, should inform the instructor at the beginning of the course. Faculty accommodation forms are provided to students through Disability Services in the D.P. Culp Center, Suite A, telephone 439-8346.

---

### **MENTAL HEALTH**

Students often have questions about mental health resources, whether for themselves or a friend or family member. There are many resources available on the ETSU Campus, including: ETSU Counseling Center (423) 439-4841; ETSU Behavioral Health & Wellness Clinic (423) 439-7777; ETSU Community Counseling Clinic: (423) 439-4187. **If you or a friend are in immediate crisis, call 911.**

Available 24 hours per day is the National Suicide Prevention Lifeline: 1-800-273-TALK (8255).

---

### **UNIVERSITY POLICIES AND PROCEDURES**



As reflected in its Values Statement, East Tennessee State University is committed to a policy of non-discrimination and equal opportunity that extends to all members of the University Community.

Any student with a special need for an accommodation in course activities should make arrangements with the instructor.

**Please see the syllabus attachment (<http://www.etsu.edu/reg/academics/syllabus.aspx>) for additional student information and guidelines.**

**Technical Resources may be found here:**

[http://www.etsu.edu/onlinehelp/student\\_help/tech\\_resources.php](http://www.etsu.edu/onlinehelp/student_help/tech_resources.php)

**Additional ETSU Services may be found here:**

[http://www.etsu.edu/onlinehelp/student\\_help/services.php](http://www.etsu.edu/onlinehelp/student_help/services.php)

**\*Professor reserves the right to amend this syllabus at any time.**