



EAST TENNESSEE STATE
UNIVERSITY

College of Arts and Sciences
Department of Media and Communication
MCOM 3270 - MEDIA STRATEGY

INSTRUCTOR INFORMATION

Instructor: Melanie B. Richards, PhD

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

Virtual Office Hours: Tuesdays, by appt between 9-4

PLEASE BOOK ALL APPTS VIA THIS LINK: <https://melrichardsphd.youcanbook.me/>

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

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 media measurement and media-buying decisions, 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 mediatargeting.

Upon successful completion of the final exam in this course you will also earn the DigitalMarketing Associate certification from the [Digital Marketing Institute](#).

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. (2020). 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/87D-3EA>. (You must still complete the sign up process at this link 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 supplementing with the Digital Marketing Institute materials described below- so you can ignore these mentions within the text.

After you register, you can login easily anytime at 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.

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 on a successful passing grade. Exam questions will come from readings and class content. The exam is scheduled during the first half of week 14.

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 Video Responses: Each week I will post a video discussion of the previous week’s content, input and questions, 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 RECEIVES A ZERO-----

Grading Scale:

A	94-100
A-	90-93
B+	87-89
B	84-87
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63

Note: Grades are not rounded up (e.g., 92.999 is an A-, 89.999 is a B+)

STUDENTS WITH SPECIAL NEEDS & ETSU HONOR CODE

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, telephone 439-8346.

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

TOPICS OUTLINE

Week 1 (8/24-28)

Readings: MPE Chapter 1- Introduction & D2L- 1. Foundations of Digital (DMI) Assignments: Watch welcome video, Associated Stukent weekly quiz for Chapter 1, D2L Content Summary, & D2L Challenge Questions

Week 2 (8/31-9/4)

Readings: MPE Chapter 2 – The Communications Planning Process Overview and Chapter 3 –The Consumer Decision Journey
Assignments: Watch response video, Associated Stukent weekly quizzes for Chapters 2 and 3, & D2L Challenge Questions (no D2L content summaries this week)

Week 3 (9/7-9/11)

Readings: MPE Chapter 4 –Media’s Role in the Marketing Mix & D2L Readings Assignments: Watch response video, Associated Stukent weekly quiz for Chapter 4, D2L Content Summaries, & D2L Challenge Questions

Week 4 (9/14-9/18)

Readings: MPE Chapter 5- Understanding Target Audiences & Chapter 6 – Media Planning Basics
Assignments: Watch response video, Associated Stukent weekly quiz for Chapters 5 and 6 & D2L Challenge Questions (no D2L content summaries this week)

Week 5 (9/21-9/25)

Readings: MPE Chapter 7– Understanding Offline Media & D2L Readings
Assignments: Watch response video, Associated Stukent weekly quiz for Chapter 7, D2L Content Summaries, & D2L Challenge Questions

Week 6 (9/28-10/2)

(NOTE: plan ahead- heavier content week!)

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

Assignments: Watch response video, Associated Stukent weekly quiz for Chapter 8, D2LContent Summaries, & D2L Challenge Questions

Week 7 (10/5-10/9)

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

Assignments: Watch response video, Associated Stukent weekly quiz for Chapter 9, D2LContent Summaries, & D2L Challenge Questions

Week 8 (10/12-10/16)

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

Assignments: Watch response video, Associated Stukent weekly quizzes for Chapters 10 and11 & D2L Challenge Questions (no D2L content summaries this week)

Week 9 (10/19-10/23)

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

Assignments: Watch response video, Associated Stukent weekly quizzes for Chapters 12 and13 & D2L Challenge Questions (no D2L content summaries this week)

Week 10 (10/26-10/30)

Readings: MPE Chapter 14: Creating an Integrated Communications Plan & Linked D2LReadings

Assignments: Watch response video, Associated Stukent weekly quiz for Chapter 14, D2LContent Summaries, & D2L Challenge Questions

Week 11 (11/2-11/6)

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

Assignments: Watch response video, Associated Stukent weekly quiz for Chapter 15, D2LContent Summaries, & D2L Challenge Questions

Week 12 (11/9-11/13)

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

Assignments: Watch response video, D2L Challenge Questions (no D2L content summary orStukent Quiz this week)

Week 13 (11/16-11/20)

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

Assignments: Watch response video, D2L Content Summaries, & D2L Challenge Questions

Week 14 (11/23-11/25) THANKSGIVING (Note the shorter week!)

FINAL (DMI CERTIFICATION) EXAM via D2L (open from 11/23 through 11/25 at 11:59PM)

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

ALL EXTRA CREDIT MUST BE SUBMITTED NO LATER THAN 11/25 at 11:59 PM