

**Advertising 369/PR 369/ADV 391K
Social Media
Spring 2019**

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Live Class time: WED 1:00

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Course Description: In a few short years, social media has profoundly changed online communications. With the advent of new tools and platforms, more and more people are publishing and participating in conversations online. Mass adoption of social computing technologies has led to new types of mediated interaction as people maintain more relationships than any time prior.

As members of the audience become the creators of content, corporations and media organizations lose control of their marketing message and individuals face new challenges in terms of privacy, identity, and the maintenance of virtual relationships. This course explores implications, opportunities and challenges for the advertising/marketing communication professional. By nature the course is grounded in practice, and you will be required to proactively participate in social networks. Class discussions, presentations by students, readings, and invited speakers, will highlight new effective strategies and applications of these platforms.

Structure of the course: The class is highly participatory both offline and online. Between the weekly scheduled class meetings, this course's discussion continues in a variety of online and virtual environments. Often referred to as a *flipped classroom* approach, the course intentionally shifts instruction to a learner-centered model in which class time covers issues in greater depth and creates important educational events, while individual and group learning is facilitated with daily interaction with technology and other students. It is essential to excel in this environment that the student develop personal responsibility and the initiation of innovative ideas or projects that contribute to the overall objectives of the class.

Those who complete this course will understand how to use social media productively, have a framework for interpreting and evaluating new tools and platforms, and be able to successfully compete in today's marketplace by proactively engaging in their environment.

This course is designed as an applied practice of social media for the Texas TAPR brand. Through emerging new technologies, we will create a social media plan, track metrics, garner followers and gain insight into our audience. While exploring these tools and developing insight, we will build the Texas TAPR social media presence and help maximize their branded scale of reach.

Method of Evaluation

Overall letter grades are based on your participation with the social media team. There will be three measures of your performance in the class – 1. Weekly team activity reports that will detail daily activity and include tasks accomplished, project status, and initiatives undertaken. Your reports are due in Canvas every Wednesday at 9:00am. 2. At the end of the semester you will be required to summarize your performance activity with an end of semester final report that captures your efforts during the semester. 3. Completion of two Google Analytics courses – Google Analytics for Beginners and Advanced Google Analytics. These activities will be important parts of your final grade in the course.

Weekly Meetings

The social media team will meet once a week in person in addition to online activities. This course is devoted to the understanding and measurement of new communication channels that evolved with the rise of information technology and digital connectivity. These new tools develop new practices, ethics and power relations. Projects will be executed both in groups and individually and will be using an assortment of collaborative web tools to conduct and document the research online.

Management teams

The class is structured into three interactive teams – original content, community management, and listening/analytics. The content team produces original content for the school's website – advertising.utexas.edu—. The community management team strategically schedules messaging in the social properties to push traffic to both the website and the social properties. The analytics/listening team monitors and reports metrics using Spredfast, Google Analytics and NUVI. Content strategy and social property management are adjusted based on the analytic outcomes.

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