MMC 6936: Fundamentals of Digital Political Advertising

Course Syllabus

INSTRUCTOR

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305.528.4326 (emergencies only - text first)

Contact

Please contact me anytime via Canvas.

Office Hours

Available by appointment.

Instructor Bio

Hello! I've been working in advertising for over 25 years - starting out as a production assistant for a broadcast team in 1990 and with the advent of the internet adapting as needed into becoming digital strategist I am today.

Through the years I worked on major commercial shoots, wrote copy for radio and display advertising, programmed websites, project managed digital campaigns for global brands and consulted politicians and advocacy groups on their digital initiatives. The main thing I have learned is this: learning is non-stop. I expect great leaps in tech and its ability to educate people more effectively in the future. Which means that whatever is standard practice now, will be radically different in a few short years. Bring it on.

I like solving problems for people and brands, which is why me and advertising have been a good fit. In my travels I have done work for: Macy's, Pier One, Lexus Nexus, Citrix, Norwegian Cruise Line, The City of Fort Lauderdale, Senator Gary Farmer, Florida for Care and Run Everywhere Virginia. Currently I am working with some very talented and good people running for office, including former Nikki Fried (running for Florida Commissioner of Agriculture and Consumer Services) and Florida Woman's March founder Emma Collum (running for state house in Florida District 93).

Tell them about yourself and explain how your experience relates to your course.

COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to [http://elearning.ufl.edu/ (Links to an external site.)](http://elearning.ufl.edu/). Click the orange "Log in to e-Learning" button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on "All Courses" on this menu. After clicking "All Courses", you have the option to put the course on your dashboard by clicking on the star to the left of the course's name.

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

Zoom

Provide instructions on how Zoom will be used for this course. You can use Zoom for recording lectures or live lectures, and you can hold office hours over Zoom.

THIS COURSE

Course Layout

"Each week, you will be assigned lectures to watch, readings, and assignments. These tasks can be found on each weekly module." The first 12-weeks we'll be exploring the process of creating an advertising plan and the tools available to communicate your message. The last four weeks will be a one-on-one coaching where we'll design and create and an advertising plan.

Description

In this course students will learn how to develop and evaluate a digital advertising plan for political and advocacy campaigns. We will begin with an overview of prevalent digital marketing channels and explore their strengths and weaknesses. These will include display, search, social media and mobile advertising. We then look at the common strategies employed by campaigns in the US and abroad, the role that digital played, and its impact. In the final piece, students will develop a digital campaign and learn the process of evaluating and optimizing a campaign.

Why is this course important? The battle for ideas, donations and votes is increasingly being fought online. As people spend more time on the internet the most effective way to reach and educate them is on their mobile phones and laptops. Digital advertising is now an essential part of any integrated advertising campaign.

Objectives

By the end of this course, students will be able to:

- Define and describe the main digital channels
- Design and implement a digital advertising campaign
- Measure and evaluate the campaigns performance
- Recommend alternative strategies or tactics to improve performance
- Explore the latest technologies in digital advertising

Course Deliverables

The assignments will be assigning – discussions, readings, video viewings and written submissions. There is also a final project – you will be designing a Digital Advertising Campaign.

COURSE EXPECTATIONS

Include duration of course, weekly modules, etc. We'll begin with the skills needed to create a digital plan; from building a SWOT to designing a strategy. We'll be reading articles and viewing videos to tie what we're learning with current or recent events in political advertising. Then, we'll go through the main advertising tools and how to develop meaningful measurements of success. The class culminates designing a digital campaign for your final project.

Attendance

The timely submission of your assignments and discussion participation and attending scheduled coaching will serve as your attendance. This is a 16-week course – refer to the UF Fall 2018 calendar (Links to an external site.).

Interactions

Interactions online should be respectful and meaningful. We're here to learn together and help each other get the most out of the course. To do that we need to be engaged and open-minded.

Accountability

It's important you turn in your assignments on time – it's necessary so that we all have an opportunity to comment and converse about the weeks' subject. Remember to participate in class discussions in a professional manner – not only in the Canvas shell, but all platforms that involve coursework.

Group Work

If you have group projects, explain the protocol of how they will be handled.

Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

REQUIRED TEXT

For supplemental only - will not be used in class:

Title: PLAYING TO WIN: HOW STRATEGY REALLY WORKS
Author: A.G. LAFLEY AND ROGER L. MARTIN
ISBN: 9781422187395
Publisher: HARVARD BUSINESS REVIEW PRESS

PREREQUISITE KNOWLEDGE & SKILLS

None

TEACHING PHILOSOPHY

Teaching is guidance. When a student decides they want to explore something – whether that be a skill or a concept – it is my responsibility to help put that student on a path to learning. It is a collaborative effort, and success depends on the dedication of both myself and the student.

COURSE POLICIES

Attendance Policy

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur. Your timely assignment submissions and discussion participation will serve as your attendance.

Late Work & Makeup Policy

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as

family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

- Up to 24 hours late / 10 points off
- More than 24 hours late but less than 48 hours late / 25 points off
- More than 48 hours late   Not accepted / 0

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Suggested technical issue policy: Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: [https://www.dso.ufl.edu/care/medical-withdrawal-process/ (Links to an external site.)](https://www.dso.ufl.edu/care/medical-withdrawal-process/) .

 Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.
Email distancesupport@jou.ufl.edu and put "dropping a course" in the subject line. Your academic advisor will reply with the necessary procedures.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: [https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx (Links to an external site.)](https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx)

Coursework Submissions

All assignments, quizzes, etc. will be submitted electronically through Assignments in Canvas.

Deadlines

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Wednesdays. Assignments and project deadlines are posted on Canavas.

Grading

Your work will be evaluated according to the following distribution (example):

- Assignments   70%
- Final Presentation 30%

Grades will be rounded:

Your final grade will be rewarded as follows.

A	100%	to	93.5%
A-	< 92.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 82.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%
C-	< 72.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 62.5%	to	59.5%
F	< 59.5%	to	0%

UNIVERSITY POLICIES

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/ (Links to an external site.)). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that

reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf (Links to an external site.)

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Other Resources

Other are available at http://www.distance.ufl.edu/ (Links to an external site.) getting-help for:

- Counseling and Wellness resources
  - http://www.counseling.ufl.edu/cwc/ (Links to an external site.) 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at distancesuppport@jou.ufl.edu or visit http://www.distance.ufl.edu/student-complaints (Links to an external site.) to submit a complaint.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu (Links to an external site.)

Evaluations are typically open during the last two or three weeks of the semester. Students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results (Links to an external site.)

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php (Links to an external site.)

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of

others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct [https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code (Links to an external site.)](https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code)

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.