

MDIA 2640

Introduction to Interactive Advertising and Social Media

Undergraduate Course (3 Credit Hours)
Fall 2023 (August 21-December 8, 2023)

Class Meeting Days & Time: Monday, Wednesday & Friday | 8:30 AM – 9:20 AM
Location: Shatzel Hall 126

Instructor's Name: Hyacinth Bangero, MMCom
Contact Information: hbanger@bgsu.edu

Office Hours

Day & Time: Mondays | 1:00-2:00 PM
Wednesdays | 10:00 AM – 11:00 AM
By Appointment
Location: Zoom
Meeting ID: 271 1499569
Passcode: Fall2023

Note: Students are welcome to attend [Hyacinth Bangero's office hours](#) using Zoom. Those who wish to meet outside the regular office hours, kindly email hbanger@bgsu.edu.

Course Description

This undergraduate course is designed to help students understand the basic knowledge of digital advertising in the context of integrated marketing communications. Examples of topics are online advertising, social media advertising, analytics, and social media listening and monitoring.

Explores conceptual and practical underpinnings of digital media and algorithmic systems, emphasizing digital advertising and social media. Incorporates hands-on elements of website design and online advertising creation.

Course Overview

- Unit 1 – The Social Media Environment**
- Unit 2 – Social Consumers**
- Unit 3 – Network Structure and Group Influences in Social Media**
- Unit 4 – Social Media Marketing Strategy**
- Unit 5 – Tactical Planning and Execution**
- Unit 6 – Social Community**
- Unit 7 – Social Publishing**
- Unit 8 – Social Entertainment**
- Unit 9 – Social Commerce**
- Unit 10 – Social Media Analytics**
- Unit 11 – Social Media Metrics**

Student Learning Outcomes & Expectations

MDIA 2640 introduces diverse methods of online/social media advertising approaches. Students will understand digital advertising and social media campaigns well by completing this course. Specifically, the students will be able to:

1. To describe key concepts in online/social media advertising.
2. To recognize issues and trends relating to integrated marketing communications.
3. To demonstrate knowledge of diverse online advertising/promotion strategies.
4. To examine what strategies and tactics apply in particular social media campaign situations.
5. To develop social media content for a selected client.

Course Instruction Modes

In-Person

The course is in person, so we will meet in Shatzel Hall 126 on Monday, Wednesday, and Friday from 8:30 AM – 9:20 AM. During class, I will use various teaching strategies that may include asking you to review material before class to engage in small group collaboration/discussion and whole group discussion. Additionally, I may lecture and incorporate various active learning strategies. I will do my best to share the purpose of the activities and how they will help you succeed in the course.

Course Materials

Various teaching strategies (i.e., lectures, discussions, classroom activities, and group collaboration) will be employed. However, YOU are responsible for your learning and participation.

You will also need to purchase the textbook for the course: [Social Media Marketing by Tracy L. Tuten, 4th ed., ISBN: 978-1529731996.](#)

Other required readings/videos will be posted on Canvas to save students money and showcase various perspectives. Students can read or download the resources for their consumption only.

Students must have an electronic device with stable connectivity to access the materials uploaded to Canvas. They should log into bgsu.instructure.com and select MDIA 2640 (Fall 2023).

For students to be successful in class, applications that must be within students' reach are Outlook, Microsoft Word, PowerPoint, a PDF reader, Zoom, Canvas, Flipgrid, Canva, Kahoot, Jamboard, and an internet search engine.

Classroom Procedures/Policies

Communication Policies

Class announcements will be made available during class meetings and posted via the learning management system, Canvas. Students are responsible for regularly checking the Canvas announcement page and Canvas messages to access course-related announcements. Setting up regular updates in the system based on the student's preference is recommended.

Students are encouraged to email the instructor (hbanger@bgsu.edu) for other concerns. Emails are typically responded to within 24-48 hours. However, communications sent after 5:00 PM on Fridays through Sundays may not be responded to until Monday.

With respect to students' personal and family time, students will not receive any school-related emails from the instructor for the same period except during emergencies when the following day's class has to be suspended.

Concerns that students prefer to engage with the instructor through conversations must be scheduled during office hours.

Guidelines for Classroom Conduct

To learn, we must be open to the views of different people. In this time we share together over the semester, please honor the uniqueness of your classmates and appreciate the opportunity we have to learn from one another. Please respect each other's opinions and refrain from personal attacks or demeaning comments. Finally, remember to keep confidential all issues of a personal or professional nature that are discussed in class. With this, no Zoom recordings will be allowed.

Technology Use

Only students who have accessibility requirements may be allowed to join the instructor via Zoom and are advised to turn on the captions.

Join Zoom Meeting

<https://bgsu-edu.zoom.us/j/2711499569?pwd=OTVNWSI2dHJqL09JQUxTNTRPU3pUdz09>

Meeting ID: 271 149 9569

Passcode: Fall2023

Other students can take notes from their laptops, provided they turn the sound off to not disrupt other students' learning.

Refer to this [BGSU ITS page](#) for information about other tools you have access to through BGSU. Laptops and other technology items may be [borrowed from the University Library](#) for a designated period of time by presenting your BG1 Card or another photo ID.

Technical Assistance

If you need technical assistance at any time during the course or to report a problem with Canvas, Zoom, or another technology, you can:

- Refer to the [BGSU ITS Knowledge Base](#)
- Start a chat session with a [BGSU ITS representative](#)
- Call BGSU ITS to speak with a representative at 419.372.0999

Attendance and Participation

We will cover various interactive advertising and social media topics in sixteen weeks. Maintaining an open and supportive environment is vital to ensuring that you absorb the lessons. Therefore, each student is expected to show the highest respect to each other. Communicating effectively is encouraged by in-class discussions, group activities, and peer-reviewing classmates' projects. Misdemeanors that do not contribute to the well-being of the class will not be tolerated.

In cases where absences are unavoidable, students must submit an official document indicating the reason for the absence. Official documents of an excused absence should include the student's name, the person or organization initiating the excuse, contact information, and address.

Excused absences will not be considered an absence. If students are in excused absence situations, they must inform the instructor immediately. Not informed excused absence will count as an absence if done after such took place. Excused absences are as follows:

- ☐ Documented, necessary medical (with a doctor's note or prescription) excuse or officially documented legal excuse
- ☐ Death in the family. Students must provide a funeral program and the funeral home's phone number for verification purposes.
- ☐ Car accidents. A filed report to the police department should be submitted.
- ☐ Course-related activities for other university classes. The class professor must make a dated letter of request using the official letterhead.
- ☐ University competitive events (as athletes, not fans). A letter for the coach or athletic department must be turned in before the event.

Class Cancellation

If I need to cancel or alter the class modality, I will inform you at least 24 hours in advance. If I've decided not to cancel a class and instead move the class to Zoom, I will ensure you have access to materials and the Zoom link in our Canvas course. For information about downloading Zoom on your device, visit the [BGSU ITS Knowledge Base page on Zoom access](#). Please see the [University Closure information](#) about what to do if the University closes due to inclement weather or other circumstances.

Grading Policies

Grading Scale

The grading scale is points-based. There will be a total of 1000 possible points for students to earn. Grades are not rounded up or down. Generally, grades may only be changed due to a miscalculation. If a student has a grade concern about any course requirements, a five-day window from the day the grade was posted will be allocated to address the issue. The student is expected to formalize the concern by emailing the instructor.

Late Work

No make-up assignment is allowed except in cases of emergency (refer to the list under the attendance section). For the excused student, contact the instructor in advance. The make-up course works will be given within one week of the student's return to class.

Course Requirements and Grading Scale

Course Requirements

[Case Study Presentation](#) (200) = 20%

Each student will showcase their presentation skills by uploading a video via Flipgrid. Students will then asynchronously view five other case studies presented by their classmates. Award-winning social media campaigns will be featured in this activity. More information will be available on a separate handout (LO2, LO3).

Social Media Content (200) = 20%

Most social media teams produce content for the various platforms they manage. Thus, students will be tasked to develop three social media content for their chosen client based on the client's social media profile and available analytics. Groups are free to select just one or multiple platform/s for the campaign, provided such is justified. A 10-minute Flipgrid presentation of the outputs is expected. More information will be available on a separate handout (LO2-LO5).

Quizzes (100) = 10%

There will be two (2) quizzes throughout the semester. These are designed as an opportunity to check in on the readings and contextualized course content. For the exam schedule, refer to the course schedule (LO1-LO4).

Exams (400) = 40%

Students take Midterm (200) and Finals (200) exams. The exams will test students' knowledge and understanding of vital topics covered in the class materials and assignments. The general format of exams combines multiple-choice, short-answer, true or false, and essay-type questions. The instructor will provide the exam details a week before the schedule (LO1-LO4).

Attendance (100) = 10% [*In-Class Activities* (60); *Class Participation/Reading* (40)]

Given the rigor of the course, participation is a must. A portion of your grade will reflect your contributions during class discussions and for participating in in-class activities, whether in groups or individually. Students can best participate in discussions if they

have completed the assigned readings for the class day. Bringing in questions, key takeaways, and theoretical applications is welcomed (LO1-LO5).

Grading Scale or System

The grading scale is points-based. There will be a total of 1000 possible points for students to earn. Grades are not rounded up or down. Generally, grades may only be changed due to a miscalculation. If a student has a grade concern about any course requirements, a five-day window from the day the grade was posted will be allocated to address the issue. The student is expected to formalize the concern by emailing the instructor.

Possible Points:

Case Study Presentation	200 points
Social Media Content	200 points
Quizzes	100 points
Exams	400 points
Midterm	200 points
Finals	200 points
Attendance	100 points
In-Class Activities	60 points
Class Participation/ Reading	40 points
Total:1000 points	

Grade Equivalency

Grade	Points
A	900 or above
B	800-899
C	700-799
D	600-699
F	below 600

Learning Support Services and Resources

Learning Commons

The Learning Commons provides free tutoring services to all BGSU students and is located on the 1st floor of Jerome Library. The Learning Commons provides “one-stop-shop” academic support in the areas of Academic Coaching, Supplemental Instruction, Writing Consultations, Math/Stats Tutoring, subject groups and individual assistance. For more information, visit [The Learning Commons](#) website or contact them at 419-372-2823. For assistance with the writing process, visit their [Writing](#) page.

University Libraries

The University Libraries provides access to books, articles, databases, subject-specific resources, special collections, quiet/group study spaces, research assistance, tutoring, and more. If you need help figuring out where to start, please visit the [University](#)

[Libraries](#) website to learn more about all the information services and resources available to help you with your classes. If you need immediate help with your research papers, you can use any of these services:

- [Ask Us!](#) Librarians and library staff can assist you at the Research & Information Desk on the first floor of Jerome Library, via phone, email, and [online chat](#).
- Schedule an [Individual Research Appointment](#) with a librarian (in-person or virtually) to help you with your research assignments.

Collab Lab

Are you looking for a collaborative, innovative, and creative space with technology needed for a class project? Visit the Collab Lab! The Collab Lab has six 27" iMacs with attached 22" Wacom Cintiq tablets. Wacom pens are available at the Circulation Desk for checkout. Visit the [The Collab Lab](#) website for additional information.

Mental Health

Your mental health is important to me. If you are currently experiencing distress, call (419-372-2081) or walk in at the Counseling Center located in 104 College Park (715 E. Leroy Ave.). An on-call counselor is available Monday-Friday from 8am-5pm. The [BGSU Counseling Center](#) also provides a number of services such as [individual counseling](#), [Counseling Center groups](#), virtual [Let's Talk](#) sessions, and other [non-emergency services](#).

Falcon Food Pantry

The [Falcon Food Pantry](#) is here to support you with nutritious and accessible food. Students, faculty, and staff are welcome to stop by once a week to select a bag of food and hygiene items. The Falcon Food Pantry is located in 109 Central Hall and is open on Mondays and Thursdays from 12:00 PM to 3:00 PM and Wednesdays from 2:30 PM to 5:30 PM. Please bring your BGSU ID card with you.

Here are other campus and local resources that are designed to support students' success:

Information Technology Services (ITS)

110 Hayes Hall
(419) 372-0999
www.bgsu.edu/its.html

BGSU's Counseling Center

104 College Park Office Building
(419) 372-2081
Wood County Crisis Line: (419) 502-4673
www.bgsu.edu/counseling-center.html

University Libraries

William T. Jerome Library
(419) 372-6943
libhelp@bgsu.edu
www.bgsu.edu/library/ask-us.html

The Learning Commons

140 William T. Jerome Library
(419) 372-2458
tlc@bgsu.edu
www.bgsu.edu/learning-commons.html

Center for Faculty Excellence

103 Olscamp Hall
(419) 372-6898
www.bgsu.edu/center-for-faculty-excellence.html

The Office of Accessibility Services

38 College Park Office Building
(419) 372-8495
access@bgsu.edu
www.bgsu.edu/accessibility-services.html

The Division of Diversity and Belonging

207 Hayes Hall
(419) 372-7100
diversity@bgsu.edu <https://www.bgsu.edu/equity-diversity-and-inclusion.html>

Title IX Office

207 Hayes Hall
(419) 372-8476
<https://www.bgsu.edu/titleix>

BGSU's COVID-19 Resources

health@bgsu.edu
<https://www.bgsu.edu/covid19/resources.html>

Multicultural Student Center (MSC)

401 Bowen-Thompson Student Union
(419) 372-2642
oma@bgsu.edu
<https://www.bgsu.edu/multicultural-affairs.html>

Falcon Food Pantry

Central Hall 109
foodpantry@bgsu.edu
Instagram: [@Falcon_Food_Pantry](#)

The Writing Center

Schedule a virtual session: (419) 372-2823
Online submission: <https://bit.ly/3aMvtiX>

University Policy Statements

Student Conduct

A community exists based on shared values and principles. At BGSU, students, recognized student organizations and student groups are expected to uphold and abide by specific standards of conduct. You should familiarize yourself with the Codes, which create a set of expectations for student conduct, ensure a fair process for determining responsibility when student behavior may have deviated from those expectations, and provide appropriate sanctions when a student and/or student organization has violated the Code(s).

- Students who violate faculty expectations as outlined in the syllabus may be subject to conduct action.
- If you have questions, please do not hesitate to contact the Office of the Dean of Students at 419-372-2843 or odos@bgsu.edu.
- View the [Student Handbook](#).
- Learn more about and view the [Code of Academic Conduct](#).
- Learn more about and view the [Code of Student Conduct](#).

Title IX

Bowling Green State University (BGSU) is committed to providing a safe learning environment for all students free of discrimination and harassment. Sexual misconduct and relationship violence in any form are antithetical to the university's mission and core values, violate university policies, and may also violate federal and state law. Faculty members are considered "Mandatory Reporters" and are required to report incidents of sexual misconduct and relationship violence to the Title IX Coordinator. If you or someone you know has been impacted by sexual harassment, sexual assault, dating or domestic violence, or stalking, please visit the [Title IX webpage](#) to access university support and resources.

Accessibility Services

[Accessibility Services](#) provides equal access and reasonable accommodations to students with disabilities attending BGSU. Students wishing to discuss their eligibility for

such accommodations are encouraged to contact the office phone at: 419-372-8495, fax: 419-372-8496, or email: access@bgsu.edu.

Religious Accommodations

In addition to participation/attendance/absence policies already listed, you may have up to three (3) excused absences each academic semester, without penalty, to take time off for reasons of faith or religious or spiritual belief system or to participate in organized activities conducted under the auspices of a religious denomination, church, or other religious or spiritual organization. You must notify me in writing of specific dates requested for excused absences and/or alternative accommodation no later than fourteen (14) calendar days after this course's first day of instruction. After necessary notification, you should consult with me to determine an appropriate alternative opportunity that will be provided to help you complete your academic responsibilities for the course. These requests will remain confidential. The Office of Registration & Records maintains a list of [accommodated religious holidays](#). Please note that this list is not exhaustive of all holidays. For more information about the [Student Religious Accommodations policy](#), contact the Dean of Students at odos@bgsu.edu or 419-372-2843.

Freedom of Expression

Bowling Green State University, as a public institution, is committed to freedom of expression and the rights protected by the First Amendment. First Amendment rights have implications inside the classroom as well. Review the [Office of the Dean of Students page regarding Freedom of Expression](#) at Bowling Green State University for more information including the policy. To report concerns, please visit the [See It. Hear It. Report It.](#) page.

Student Veteran-friendly Campus

BGSU educators recognize student veterans' rights when entering and exiting the university system. If you are a student veteran, please communicate with your instructor so reasonable accommodations can be made for absence when drilling or being called to active duty. Refer to the [Veterans](#) page.

University Closure

The University will usually not close for winter conditions unless the Wood County Sheriff's Department declares a Level 3 emergency. Once the decision is made to delay, cancel or close, individuals will be notified through AlertBG, email, the BGSU homepage, BGSU social media channels and the news media (see the [Emergency Cancellation Delay and Closing Policy and Procedures](#) document for a list of radio and television stations).

Course Schedule (Tentative)

Week/Day	Topic	To-Do
Week 1 - Class Introduction		
August 21 (M)	Course Syllabus Introduction	Read: MDIA 2640 Syllabus

August 23 (W)	Class Learning Contract It's a Social World	Create: Class Learning Contract Read: pp. 3-17
August 25 (F)	The Infrastructure of Social Media Channels: The Zones of Social Media	
Week 2 - Unit 1 – The Social Media Environment		
August 28 (M)	Monetization and Social Media	Read: pp. 17-30
August 30 (W)	Social Media Marketing	
September 1 (F)	Careers in Social Media	
Week 3 - Unit 2 – Social Consumers		
September 4 (M)	Segmentation and Targeting for Social Media Marketing	Read: pp. 39-61
September 6 (W)	Social Identity & Motives and Attitudes Influencing Social Media Activities	
September 8 (F)	Social Media Segments	Discuss: Case Study Presentation
Week 4 - Unit 3 – Network Structure and Group Influences in Social Media		
September 11 (M)	Community Structure & The Characteristics of Online Communities	Read: pp. 75-94
September 13 (W)	The Rise of Influencers & Flow: How Ideas Travel Online	
September 15 (F)	Quiz 1	
Week 5 - Unit 4 – Social Media Marketing Strategy		
September 18 (M)	Strategic Planning and Social Media Marketing	Read: pp. 107-135
September 20 (W)	Social Media Campaigns: The Strategic Planning Process	
September 22 (F)	Managing Social Media Marketing in the Organization	
Week 6 - Unit 5 – Tactical Planning and Execution		
September 25 (M)	Tactical Planning for Social Media Marketing & Why: Value Driven Social Media Marketing	Read: pp. 157-176
September 27 (W)	Who: Understanding and Honoring the Target Audience & Where: The Channel Plan	
September 29 (F)	What: Designing the Experience & How: Producing and Scheduling Content Posting and Promotion	Discuss: Social Media Content Output
Week 7 – Unit 6 – Social Community		
October 2 (M)	The Social Community Zone & Marketing Applications in the Social Community Zone	Read: pp. 193-201
October 4 (W)	Brand Fans, Brand Social Communities & Paid Media in SNS	

October 6 (F)	Midterm Exam	Due by 11:59 PM – Case Study Presentation
Week 8 - Unit 7 – Social Publishing		
October 9 (M)	Fall Break	
October 11 (W)	Asynchronous Class Activity	Watch & Comment: 5 Case study presentations via Flipgrid
October 13 (F)	The Social Publishing Zone & Publishing Content	Read: pp. 233-248
Week 9 - Unit 8 – Social Entertainment		
October 16 (M)	Developing Effective Branded Content & Distributing and Promoting Content	Organize: Grouping for the Final Presentation
October 18 (W)	The Social Entertainment Zone, Social Games, & AR Games	Read: pp. 269-294
October 20 (F)	Original Digital Video & Branded Video, Social TV & Social Music	
Week 10 - Unit 9 – Social Commerce		
October 23 (M)	The Zone of Social Commerce & Social Commerce: The Social Shopping Experience	Read: pp. 301-326
October 25 (W)	Social Commerce Strategies & Psychology of Influence	
October 27 (F)	Benefits of Social Commerce	
Week 11 - Unit 10 – Social Media Analytics		
October 30 (M)	The Role of Social Media in Research & Social Media Listening: The Research Process	Read: pp. 335-354
November 1 (W)	Caution! Research Errors and Biases & Social Intelligence	
November 3 (F)	Primary Social Media Research	
Week 12- Unit 11 – Social Media Metrics		
November 6 (M)	What Matters is Measured & The Evaluation and Measurement Process	Read: pp. 365-373
November 8 (W)	Quiz 2	
November 10 (F)	No Class: Veterans' Day	
Week 13 – Workshop Week		
November 13 (M)	Guest Speaker	
November 15 (W)	Social Media Audit	
November 17 (F)	Workshop Day	
Week 14 – Thanksgiving Week		
November 20 (M)	Group Consultation	
November 22 (W)	Thanksgiving Break	
November 24 (F)	Thanksgiving Break	
Week 15 – Class Presentations		

November 27 (M)	Asynchronous Activity: Watch YouTube Video	Due by 10 AM Social Media Content
November 29 (W)	5 Group Presentations	
December 1 (F)	5 Group Presentations	
Week 16 - Final Exam Week		
December 5	Exam Day	8:00 AM – 10:30 AM

Tips for Success

When in doubt, don't. – Benjamin Franklin

If you want something you never had, you have to do something you've never done. – Thomas Jefferson