Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2022

[Digital Strategies in Media and Communication]

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SHORT COURSE DESCRIPTION

This course presents a clear overview of the digital media strategies for business and offers opportunities for acquiring analytical skills of performing integrated strategic communication functions in digital environments. Topics covered include search engine optimization, pay-per-click advertising, email marketing, big data, digital/social media analytics, social media strategies, mobile marketing, and artificial intelligence marketing. Students will implement an integrated digital media campaign through lectures, class assignments, discussions, and simulation projects. Attention will also be given to working knowledge of the digital analytics tools for creating, managing, executing, and evaluating digital strategies.

READING MATERIALS

- Online Simulation License: Students must purchase the *Stukent Mimic Pro* simulation license ($59.99 USD). They will receive an invitation link to join the simulation and activate the student license.

- All reading materials will be provided in PDF before the start of class.

COURSE REQUIREMENTS AND GRADING

News Article Review	**5%**
In-Class Discussions/Exercises	**15%**
Quizzes	**10%**
Midterm Exam	**25%**
Google Analytics IQ Certification	**15%**
Simulation Project	**30%**
Simulation Round Analytics Report (10 reports @ 5 pts = 50 pts)	
Final Simulation Progress Paper (50 pts)	

Total Grade	**100%**

Academic Evaluation
Pass (P): grade of 60% or above
Fail (F): grade below 60%

*SKKU ISS uses a Pass/Fail grading system with a corresponding percentage scale. https://summer.skku.edu/summer/program/policies.do

News Article Review: Students will summarize a recent news article about digital advertising/marketing issues from one of several major news websites. Based on a review of that article, students will lead a class discussion about practical implications for digital marketing practitioners and use MS Powerpoint as a discussion aid. Students must secure the instructor's approval of their news article before starting.

In-Class Discussions/Exercises: Students will participate in various in-class discussions/exercises. They will also be given occasionally in class. These activities might involve individual assignments and will vary in total point value. They cannot be made up except in the case of excused absences. Thus attendance is essential.

Quizzes: Quiz questions will be presented in a multiple-choice format and cover content for the lecture completed up to the quiz point.

Midterm Exam: A midterm exam is scheduled and covered in lectures, class assignments, and discussions.

Google Analytics IQ Certification: Students must take the Google Analytics Individual Qualification (IQ) exam and pass it to get certified by Google. Passing the exam is required to earn a Google Analytics IQ certificate. To prepare for the Google Analytics IQ exam https://support.google.com/google-ads/answer/6089828?hl=en, students should take the following courses: (1) *Google Analytics for Beginners* and (2) *Advanced Google Analytics*. Please check the deadline to upload a PDF of Google Analytics IQ certification (minimum passing score is 80%). If you do not pass it, please submit a screenshot of your actual score showing your name for partial credit.

Simulation Round Analytics Report: Students must develop and execute a digital media campaign through the *Stukent Mimic Pro simulation*. The simulation runs for <u>eight rounds</u>. Students are expected to submit a simulation analytics report in each round. Students should reflect on what went right or wrong based on data analytics results and then suggest adjusting their digital strategies for the next round.

Final Simulation Progress Paper. Students are required to write a well-organized simulation progress paper. In particular, the paper will include putting together a situation analysis, reporting the entire simulation round performance progress that they have made on the simulation results and learning outcomes.

COURSE POLICIES

Attendance Policy
Students are required to participate in all course meetings throughout the semester. Students need to notify the instructor of anticipated absences they wish to be considered excused before missing class when possible. For both expected and unanticipated absences – if the student wishes the absence to be deemed to be excused, proper and appropriate documentation verifying the legitimacy of the absence must be presented to the instructor within one week of the student's return to class to be considered. <u>If students miss more than three absences of the classes scheduled for the semester, students are expected to receive a failing (F) grade.</u>

Attendance
Fail (F): attendance below 80%

Policy on Classroom Behavior

Students are expected to treat the instructor and other students with <u>RESPECT</u>. Behavior in the classroom that impedes teaching and learning is considered disruptive and, therefore, is subject to sanctions. The purpose of these sanctions is to create and protect an optimal learning experience. Disruptive behaviors in the classroom include persistent speaking without permission, engaging in activities not related to the class, inappropriate use of electronic devices, cell phones, or pagers, sleeping in class, chronically entering class late or leaving early, eating/drinking in class without permission, and any behavior that puts the health or safety of the instructor or other students in jeopardy

Late Assignment Policy

All assignments should be turned in on time as specified. <u>An overdue assignment will get a penalty of 20% of total points for each day late. Except for excused absences, I won't accept any assignment and project paper after five day</u>s. Please anticipate schedule conflicts and submit assignments early if necessary.

No Make-Up Exams

Students are expected to take the exams on the dates assigned. Thus, there are no make-up exams. Any student who misses an exam will automatically <u>RECEIVE A ZERO</u> for that exam. Exceptions may be granted only by the instructor and only for unavoidable circumstances.

Policy Regarding Academic Offenses

Students shall not plagiarize, cheat, or falsify or misuse academic records per university policy. **Cheating** is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding themselves or another on any academic work which is considered in any way in the determination of the final grade. **Plagiarism** includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism may also include double submission, self-plagiarism, or unauthorized resubmission of one's work, as defined by the instructor. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. You must review this information as all ideas borrowed from others need to be credited appropriately.

The minimum penalty for a first offense is a ZERO ("F" grade) on the assignment on which the violation occurred. If the offense is considered severe or the student has other academic offenses on their record, more severe penalties may be imposed up to suspension from the University.

COURSE SCHEDULE

– WEEK I –

Monday (27 June)
Understanding Digital Strategies

Tuesday (28 June)
Search Engine Optimization

Wednesday (29 June)
Pay-Per-Click Advertising   Simulation Round #1 Analytics Report Due

Thursday (30 June)
Digital Analytics + #1 Quiz   Simulation Round #2 Analytics Report Due

– WEEK II –

Monday (4 July)
Email Marketing   Simulation Round #3 Analytics Report Due

Tuesday (5 July)
Social Media Strategies   Simulation Round #4 Analytics Report Due

Wednesday (6 July)
Social Media Analytics   Simulation Round #5 Analytics Report Due

Thursday (7 July)
Midterm Exam   Simulation Round #6 Analytics Report Due

– WEEK III –

Monday (11 July)
Mobile Marketing   Simulation Round #7 Analytics Report Due

Tuesday (12 July)
Big Data   Simulation Round #8 Analytics Report Due

Wednesday (13 July)
Using Google Analytics Data   Simulation Round #9 Analytics Report Due

Thursday (14 July)
Navigating Google Analytics Reports   Simulation Round #10 Analytics Report Due

Friday (15 July)
Artificial Intelligence Marketing + #2 Quiz

– WEEK IV–

Monday (18 July)
Simulation Project Presentation   Final Simulation Progress Paper Due

Tuesday (19 July)
Google Analytics IQ Certification Exam