



[Digital Strategies in Media and Communication]

Prof. Tae Hyun Baek, Sungkyunkwan University

SHORT COURSE DESCRIPTION

This course presents a clear overview of digital media strategies for business and offers opportunities for acquiring analytical skills for 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 digital analytics tools for creating, managing, executing, and evaluating digital strategies.

READING MATERIALS

- Other reading and lecture materials will be provided in class and i-Campus.

COURSE REQUIREMENTS AND GRADING

Attendance	10%
Class Exercises	30%
Team Project (Short-Form Video Creation)	30%
Final Exam	30%
<hr/>	
Total	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>

Attendance: Students are required to participate in all course meetings. If students miss more than four unexcused absences of the classes scheduled for the semester, students are expected to receive a failing (F) grade. SKKU regulations require students to attend at least 80% of all classes.

***Fail (F): attendance below 80% (more than four unexcused absences)

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.

Class Exercise: 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.

Team Project (Short-Form Video Creation): Each team, consisting of 3-4 students, will be tasked with promoting SKKU International Summer Semester (ISS) through short-form videos on platforms such as YouTube Shorts, TikTok, and Instagram Reels. Your mission is to highlight the significance of creating engaging and appealing content to attract potential students. We strongly encourage each team to produce at least 3 short-form videos

Final Exam: A final exam is scheduled and covered in lectures, class assignments, and discussions.

COURSE POLICIES

Tardy Policy

Tardiness is defined as being late by 10 minutes for any reason. Being on time for class reduces interruptions to the learning environment, improving the quality and time for all students. Three unexcused tardies shall count as an unexcused absence.

Tardiness

3rd tardy = 1 unexcused absence

Policy on Classroom Behavior

Students are expected to treat the instructor and other students with RESPECT. 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. An overdue assignment will get a penalty of 20% of the total points for each day late. Please anticipate schedule conflicts and submit assignments early if necessary.

Exam Policy

Students are expected to take the exam on the date assigned. However, students missing a scheduled

exam due to an excused absence are responsible: (a) for informing me about their excused absence within one week following the period of the excused absence (except where prior notification is required); (b) and for making up the exam. I will allow the student to make up the exam missed due to the excused absence and shall do so, if feasible, during the semester in which the absence occurred.

Policy Regarding Academic Offenses

Students shall not plagiarize, cheat, 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, a 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 (1 July)

Course Introduction

Tuesday (2 July)

Understanding Digital Strategies

Wednesday (3 July)

Search Engine Optimization

Thursday (4 July)

Pay-Per-Click Advertising

– WEEK II –

Monday (8 July)

Email Marketing

Tuesday (9 July)

Digital Analytics

Wednesday (10 July)

Social Media Strategies

Thursday (11 July)

Social Media Analytics

– WEEK III –

Monday (15 July)

Team Project Presentation [Short-Form Video Content]

Tuesday (16 July)

Using Google Analytics Data

Wednesday (17 July)

Advanced Google Analytics

Thursday (18 July)

Big Data & Data Visualization

– WEEK IV –

Monday (22 July)

Programmatic Ad Buying

Tuesday (23 July)

Review Session and Student Feedback

Wednesday (24 July)

Final Exam