



Proposal #
(Academic Affairs use only)

AY20-418 Proposal #
(College use only) Revised based on LACC comments

REQUEST FOR A NEW COURSE

University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

Course Subject	Recommended Number	Course Title (maximum of 30 characters) *Remember when abbreviating names, this is how they will appear on student's transcripts.
<u>MCOM</u>	<u>5643</u>	<u>Digital Media Strategy</u>

Course Title: (full title of course if longer than 30 characters)

For information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp
CIP Code: 09.0900

For graduate courses, please attach a syllabus for this course. (See syllabus requirement policy 2.2.)

Course description as it will appear in the appropriate catalog.

Course description only Do not include prerequisites or enrollment restrictions, these should be added under questions 6-12.
(Please use standard American English including full sentences.)

Digital Media Strategy examines the role that digital and social media play in strategic communications. Students learn to think critically and strategically about which platforms best communicate to target audiences and how to leverage communication techniques and analytical skills to evaluate the messages and strategies they use.

Mass Communication

Department submitting the proposal

Mark Zimmerman

mzimmerman@uco.edu

5174

Person to contact with questions

email address

Ext. number

Approved by:

Mary Carver

9/10/20

Department Chairperson

Date

Dean Catherine Webster

Digitally signed by Dean Catherine Webster
Date: 2020.09.14 15:19:30 -05'00'

College Dean

Date

(Please notify the department chair when proposal is forwarded to AA.)

Rozilyn Miller

Digitally signed by Rozilyn Miller
Date: 2020.09.11 09:33:24 -05'00'

College Curriculum Committee Chair

Date

(Please notify department chair when proposal is forwarded to dean.)

Academic Affairs Curriculum or Graduate Council Date

Office of Academic Affairs

Date

Effective term for this new course

(Assigned by the Office of Academic Affairs.)

1. Does this course have an undergraduate / graduate counterpart?
 ___ Yes X No
2. Is this proposal part of a larger submission package including a program change? **[New Program]**
 X Yes ___ No
3. Does this new course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACCC or Graduate Council.)
 ___ Yes X No If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent.
 CTE Approval (Stamp or initial) _____
4. Has this course been previously taught as a common course (4910 seminar, 4960 institute, etc.)?
 ___ Yes X No If yes, when was the most recent offering? _____
5. Does this course affect majors or minors outside the department?
 Yes X No If yes, provide name(s) of department chair(s) contacted, dates, and results of discussion.

6. Prerequisite courses:
 Example 1: MATH 1213 and (MATH 2165 or MATH 2185) and CHEM 1213 Example 3: 8 hours of biology including BIO 1404
 Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)
 None

7. Co-requisite(s): Which of the above prerequisite courses, if any, may be taken in the same semester as the proposed new course?
 None

8. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.
 None

9. Will this course have enrollment restrictions?
 X Yes ___ No If No, go to question 13.

10. Specify which major(s) may or may not take this course. Specifying a major, excludes all other majors from enrolling.
 Check one: May _____ May not _____
 Major Code: _____

11. Which of the following student classification(s) may enroll in this course?
 Check all that apply:

Graduate	(2) 19 + hours	<u> X </u>
Graduate	(1) 0-18 hours	<u> X </u>
Post Baccalaureate *		_____
Senior		_____
Junior		_____
Sophomore		_____
Freshman		_____

* Graduate level courses are not open to Post Baccalaureate students.

12. Check or list other restrictions for this course.

Admission to Graduate Programs	<u> X </u>
Admission to Nursing Program	_____
Admission to Teacher Education	_____
Other	_____

13. Course objectives: Objectives should be observable, measurable and include scholarly or creative activities to meet the course level characteristics. Course objectives should also be in line with the course description. (Please refer to instructional objectives documents at: <http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints>.)

As a result of this course, students will be able to:

1. Evaluate key elements of digital media marketing and social media management.
 2. Discern the differences between social media management platforms.
 3. Utilize basic web analytics provided by major social media platforms.
 4. Develop enhanced skills for online strategic communication writing.
 5. Apply communication theory to digital media.
 6. Analyze digital online campaigns.
 7. Critique and propose improvements to marketing apps.
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Course Detail Information:

14. Contact Hours (per week)

 3 Lecture hours (in class)
 Lab hours (also studios)
 Other (outside activities)

15. Repeatable course.

 1 Number of times this course can be taken for credit.

16. Schedule type: (select one only)

 Activity P.E. (A)
 Lab only (B)
 Lecture/Lab (C)
 L **Lecture only (L)**
 Recitation/Lab (R)
 Student Teaching (STU)
 Studio Art/Design (XSU)

17. List existing course(s) for which this course will be a prerequisite. Adding a "new course" as a prerequisite to an existing course will likely cause enrollment problems. (Please submit a prerequisite change form for each course for which this course will serve as a prerequisite.)

None

18. What resources, technology or equipment must be acquired to teach this course? List items, which must be purchased and estimate cost. (Be specific, e.g., technology software, equipment, computer lab; etc.)

None

19. The UCO Library has the required library resources available for this new course?

 x **Yes** **No** If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.

Kaitlyn Palone; August 26, 2019; significant holdings in Communications are available in the library through current databases.

If no, what additional library resources must be acquired for this new course? List items which must be purchased and estimated cost. (Be specific, e.g., books, magazines, journals, etc.)

NA

20. Names of current faculty qualified to teach this course.

Mike Breslin, Dr. Chad Perry, Dr. Sherri Johnson

21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:

None

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.

This course will need to be developed online through CeCE. Otherwise, it will become part of faculty rotations, with fewer elective options offered in the undergraduate schedule.

23. Identify the source(s) of funds for any additional costs for the new course. i.e. internal reallocations, special fees from students, etc. If you plan to propose special fees be assessed for this course, be aware there is a separate approval process for special fees.

Developing the course for online delivery is an additional cost. Existing course fees for online courses will provide the funding.

24. Projected enrollment for two academic years following approval of new course:

Semester	2021-22	2022-23
Fall	NA	NA
Spring	NA	7
Summer	NA	NA

25. Using State Regents' definition of liberal arts and sciences (quoted below), characterize the course as follows:

Non-liberal arts and sciences
 Liberal arts and sciences

"The liberal arts and sciences are defined as those traditional fields of study in the humanities; social and behavioral sciences; communications; natural and life sciences, mathematics; and the history, literature, and theory of fine arts (music, art, drama, dance). Courses in these fields whose primary purpose is directed toward specific occupational or professional objectives, or courses in the arts which rely substantially on studio or performance work are not considered to be liberal arts and sciences for the purpose of this policy. Courses required for the General Educational Program are not necessarily synonymous or mutually exclusive with the liberal arts and sciences." State Regents Policy and Procedures, Chapter 2, Section 5, "Degree Requirements" part 1, (2), P. II-2-86

26. Please provide a concise, yet comprehensive, statement that explains the reasons for requesting the new course. Include documentation or assessment information supporting the specific request (if possible). Indicate the expected source of student enrollment (majors, minors, programs etc.)

Digital media strategies and management is a significant part of many jobs within communications. Survey results of students, young professionals, and employers placed social media management in their top five most important areas to include in the program.

27. Which of the six transformative learning tenets does this course incorporate? (check all that apply or only those that apply) This question was a directive from the Provost and is used for informational purposes.

Discipline Knowledge X
 Leadership
Research, Scholarly and Creative Activities X
 Service Learning and Civic Engagement
Global and Cultural Competencies X
 Health and Wellness

28. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. (Copy and paste table from "Course Level Characteristics" document for the appropriate course level of proposed course. Document may be found on: <http://sites.uco.edu/academic-affairs/files/course-level-characteristics-table.doc> .

5000 LEVEL COURSES

Course Level Characteristics	Please describe how this course meets this requirement.
1. It is assumed that students in these courses have acquired the ability to use language effectively, to engage in analytical thought and creative processes, and to use information and bibliographic sources with skill.	In this course students will be expected to write a research paper. Projects will engage and enhance the student's analytical, research, and language skills.
2. It is assumed that students in these courses have achieved a significant level of maturity in the discipline, evidenced by a considerable background of knowledge.	Students would have earned a Bachelor's degree prior to this course. Students will be expected to write a proposal as well as a social media plan, which will require a significant background in communications.
3. These courses should be more than a mere extension of undergraduate courses. Rather, they should be qualitatively different. At a minimum: <ol style="list-style-type: none"> a. Students should be required to undertake original scholarly/creative activity. b. Students should assume greater responsibility for mastering the subject matter. c. Close working relationships should exist between instructors and students. 	Students will be expected to comprehend scholarly research to a sufficient degree that they will be able to write a research paper. They will also undertake a review of digital apps, and will formulate a social media plan for stakeholders.

Digital Media Strategy

MCOM 5643

Syllabus

Semester

Department of Mass Communication/College of Liberal Arts

University of Central Oklahoma

online through learn.uco.edu

Professor:

Office: COM 207E • 405-974-5914

Office Hours: by appointment – in person or online

Department Office: 405-974-5303

Fax: 405-974-5125

Please contact me if you have questions or concerns about the content of this course. All class announcements, including schedule changes, will be posted through News on D2L.

Course Description

Digital Media Strategy examines the role that digital and social media play in strategic communications. Students learn to think critically and strategically about which platforms best communicate to target audiences and how to leverage communication techniques and analytical skills to evaluate the messages and strategies they use.

Course Textbook

Kingsnorth, S. (2019). *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (10th edition). New York, NY: Kogan Page. ISBN: 9780749484224

**Student Learning Outcomes**

As a result of this course, students should be able to:

1. Evaluate key elements of digital media marketing and social media management.
2. Discern the differences between social media management platforms.
3. Utilize basic web analytics such as those provided by major social media platforms.
4. Develop enhanced skills for online strategic communication writing.
5. Apply communication theory to digital media.
6. Analyze digital online campaigns.
7. Critique and propose improvements to marketing apps.

Online Orientation

If this is your first online course with UCO or if you are unfamiliar with the Desire2Learn system, you should

check out the Orientation Module and/or Student Resources on the course home page. Contact the [Office of Information Technology](#) for technology & D2L help or call (405) 974-2255.

Class Organization

This is a Desire2Learn course website. Access is available through learn.uco.edu. No in-class meetings are required.

Communication

Announcements, including deadline reminders and changes, will be posted under News on the home page. Contact the professor if you have specific questions about the course.

Assignments

- a. Module Discussion Assignments – 4 x 50 points each (200 pts.) – Several modules entail a discussion assignment at the end that should be 500 to 800 words and use content from the modules, readings, and other sources to answer the question(s). Each student should reply with 150 to 300 words to at least two other student discussion threads.
- b. Google Analytics training – 50 pts. – Each student should complete Google Analytics for Beginners or (if already completed) Advanced Google Analytics through the Google Analytics Academy (analytics.google.com/analytics/academy). These courses are free but will take several hours to complete.
- c. Social Media Management Plan – 75 pts. – Each student will provide a written social media plan that describes the client and their social media needs, formulates a social media plan for two social media platforms, provides a sample social media calendar for a week, and describes a method of plan evaluation that includes discussion of return on investment (ROI).
- d. App Evaluation and Suggested Improvements – 75 pts. - Each student will provide a written proposal (no less than five pages double-spaced) that describes the client and the app they use to communicate/market to their target audience. The paper will further evaluate the usability and creative aspects of the app, as well as suggest branding, marketing, and usability improvements. The assignment includes the submission of 10 to 12 PowerPoint slides that professionally convey the focus of the evaluation and suggestions for improvement.
- e. Final Research Paper – 100 pts. – Using the readings from class and scholarly and commercial sources, each student will write a paper of no less than 3,000 words and no more than 4,500 words about a digital media topic of their choice, with emphasis on problems or opportunities concerning change and innovation in digital media marketing. A paper topic will be due by email at the halfway point of the class.

Class Participation

Your success in this class depends on how often you access the content and your ability to meet deadlines. Plan to check the class page at least four times a week. Scheduling specific times to work on the assignments and setting up D2L notifications will help you succeed.

Notifications

You can set up text or email notifications for your online classes by selecting your profile (your name) at the top right of the home page. Choose “notifications.” Scroll down to “instant notifications.” Scroll down to select any courses you don’t want included. Click “save.”

Late Work Policy

Assignments are due by the deadlines indicated on D2L. Check Content and Assignments for details. Late work is penalized 10 points per day, including weekends.

Grading

All student exercises and projects should be submitted and graded (based on rubrics) through the D2L system. Students will have access to grades/feedback through this system.

Grade Determination

Module Discussions	200 points	A	90 -100% (450 – 500 points)
Google Analytics	50 points	B	80 - 89% (400 – 449 points)
Social Media Plan	75 points	C	70 - 79% (350 – 399 points)
App Evaluation Project	75 points	D	60 - 69% (300 – 349 points)
Final Paper	100 points	F	59 and below (299 points or fewer)
Total	500 points		

Total course points are subject to change, so the final grading scale will be based on the percentages as listed.

Student Behavior

Students are expected to conduct themselves in a professional and polite manner. You should be able to discuss ideas, share opinions and disagree with one another and/or the instructor without rudeness or personal attacks.

Transformative Learning

At the University of Central Oklahoma, we help students learn by providing transformative experiences so that they may become productive, creative, ethical and engaged citizens and leaders contributing to the intellectual, cultural, economic and social advancement of the communities they serve.

Transformative learning is a holistic process that places students at the center of their own active and reflective learning experiences. All students at UCO will have transformative learning experiences in five core areas: leadership; research, creative and scholarly activities; service learning and civic engagement; global and cultural competencies; and health and wellness.

This course engages students in research and writing that promote critical thinking skills vital to Discipline Knowledge; Research, Creative and Scholarly Activities; and Global and Cultural Awareness.

Modules

Orientation Module

Module 1 DIGITAL MARKETING: UNDERSTANDING OUR NEW ECOSYSTEM

Assigned readings:

Chapter 1: The foundations of digital marketing

Chapter 2: Understanding the digital ecosystem

Assignment(s):

Orientation & Module 1 Discussion (50 points)

Module 2 DIGITAL MEDIA AND THE CONSUMER

Assigned readings:

Chapter 4: Understanding the evolving digital consumer

Chapter 5: Barriers, considerations and data protection in digital marketing strategy

Online reading (UCO library): Jabłońska, M.R. (2017). Modern consumer in cyberspace: Internet and psychology approach.

Foundations of Management 9(1). 111-122. doi: 10.1515/fman-2017-0009

Online: reading (UCO library): Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications

approach. *Qualitative Market Research*, 16(4), 362-369. doi:http://dx.doi.org.vortex3.uco.edu/10.1108/QMR-06-2013-0041

Module 3 DIGITAL MEDIA AND THE ORGANIZATION

Assigned readings:

Chapter 3: Integrating digital into wider organization strategy

Chapter 6: Enabling technologies for online marketing and digital transformation

Online reading: How to use social media platforms to reach different demographics
(<https://www.bizjournals.com/jacksonville/news/2019/12/16/how-to-use-social-media-platforms-to-reach.html>)

Assignment(s):

Module 2 & 3 Discussion (50 points)

Module 4 DIGITAL & SOCIAL MEDIA OBJECTIVES

Assigned readings:

Chapter 7: Planning your digital marketing strategy – Objectives, teams and budgeting

Chapter 11: Tailoring your social media strategy

Online reading (UCO library): Strelakova, Y., & Damiani, A. (2016). Message design and audience engagement with tobacco prevention posts on social media. *Journal of Cancer Education*, 33(3), 668-672. doi:10.1007/s13187-016-1135-x

Assignment(s):

Social Media Marketing Plan (75 points)

Paper Topic Due

Module 5 CONTENT CREATION

Assigned readings:

Chapter 8: SEO strategy and organic techniques

Chapter 14: Content strategy – a key pillar of success

Online reading (UCO library): Willis, E., & Wang, Y. (2016). Blogging the brand: Meaning transfer and the case of Weight Watchers' online community. *Journal of Brand Management*, 23(4), 457-471.

Online reading: 10 Ways Your Business Can Grow with a Mobile App (<https://smallbiztrends.com/2016/08/benefits-of-having-an-app.html>)

Assignment(s):

Module 4 & 5 Discussion (50 points)

Google Analytics Training Certificate Due (50 points)

Module 6 USER EXPERIENCE

Assigned readings:

Chapter 15: Personalizing the customer journey and digital experience

Chapter 16: Effective design, e-commerce and user experience

Online reading (UCO library): Charski, M. (2017). THE 'it girl' of content marketing: Episodic content. *EContent*, 40(4), 18-22.

Online reading (UCO library): Hur, H., Lee, H., & Choo, H. (2017). Understanding usage intention in innovative mobile app service: Comparison between millennial and mature consumers. *Computers in Human Behavior*, 73, 353-361.

Assignment(s):

App Evaluation and Improvement Assignment (75 points)

Module 7 ETHICS & STRATEGY EVALUATION

Chapter 19: Measuring success through data analytics and reporting

Online reading (UCO library): Luke, A. (2018). Digital ethics now. *Language and Literacy*, 20(3), 185-198.

Online reading: Ethics and the Five Deadly Sins of Social Media

(<https://www.forbes.com/sites/davidvinjamuri/2011/11/03/ethics-and-the-5-deadly-sins-of-social-media/#13a062743e1f>)

Assignment(s):

Module 6 & 7 Discussion (50 points)

Module 8 FINAL RESEARCH PROJECT

Assigned readings:

Chapter 20: Putting together your digital marketing strategy

Assignment(s):

Final Paper Due (100 points)

The professor retains the right to amend the syllabus, including the assignment schedule, at any time. The contents of this syllabus are subject to revision 24 hours a day, seven days a week. Changes, if any, will be announced through the D2L course home page and by email.