Course Syllabus—Spring Semester 2015

Interactive Advertising I—J4262/7262

Neff Auditorium
Mon/Wed 3:00-4:15pm
Credits: 3

Instructor
Brad Best
140H Walter Williams
Strategic Communication
Missouri School of Journalism
Office: (573) 884-9136
Cell: (219) 308-1306
Email: bestb@missouri.edu
Alternate Email: brad.a.best@gmail.com
Office Hours: By Appointment

Teaching Assistant
Elena Christiansen
vec3p2@mail.missouri.edu

Prerequisites: J4200, J4226, J4952 (exemptions may be made on an individual basis). Graduate credit may be received by having graduate students do an extra assignment, which generally includes a written research paper on a digital advertising topic of the student’s choosing.

What’s this course about?

Whether you plan to work in digital advertising or not, this course will provide valuable information that can be used – in fact, is required – in most any position in strategic communication. This course is designed to provide all students a foundation of digital advertising knowledge. A series of guest lectures by advertising industry professionals will give each student a brief but in depth look at how real world companies are using digital advertising in multiple disciplines including but not limited to art direction/copywriting, public relations, media planning & buying (including search engine optimization, display & social media), mobile, email and content advertising. We will look into how digital affects multiple aspects of the campaign process and how companies optimize their work through digital analytics.

What are the goals of the course?

1. To teach key interactive advertising terminology and jargon.
2. To provide a basic understanding of how consumers perceive and process interactive advertising messages.
3. To review and critique what other scholars or practitioners have said or written about
interactive advertising issues, including theoretical propositions about how consumers
process interactive ads.

4. To sharpen and improve analytical skills through the use of web analytics.

5. To develop a sense of professional ethics.

6. To think critically about the future of the interactive space and focus on developing a base
knowledge in those areas including Search Engine Optimization, Web Analytics, Social
Media, Content Creation, Net Neutrality and Mobile as well as other topics that present
themselves throughout the semester.

7. To gain “resume” skills that will help you gain employment either as an intern or with
your first job upon graduation.

What skills will students gain for work in the real world?

1. Students will be able to speak interactive jargon and will have a better understanding of
interactive communication within the context of advertising, direct response, and other
forms of integrated communication.

2. Students will understand the key components of a Web site and will be able to critique
existing sites by identifying what is good and what could be improved through the use of
web analytics.

3. Students will have a foundational understanding of digital media, including measurement
and ROI in addition to creative dimensions.

4. Students will develop the creative and critical thinking skills necessary to participate in
the interactive marketplace and ultimately take leadership roles within interactive
agencies and on the client side.

5. Students will learn how to put together an interactive campaign and will understand the
essentials of integrating interactive into traditional strategic communication campaigns.

Required Readings

There will be no book to purchase for this class. Instead we will use current articles from
publications such as eMarketer, SEOmoz, Occam’s Razor, Ad Age, VML, Media Post, the SEO
Fast Start guide, guest lectures, the SiteCatalyst Student Training Guide and webinars/podcasts.
Readings will be assigned as the semester progresses since new technology and best practices are
constantly evolving.

Assignments

Attendance. Attendance is critical for this class. Treat this class like a job that you don’t want to
be fired from. In the real world your employer doesn’t care if the bus was late or if your car broke
down or if you have an exam in another class or if you roommate just broke up with their
significant other, or if your ride didn’t show up. They expect you to be at work and on time. As
such, all absences will result in a 5-point deduction from your grade. Miss two classes and you
lose a letter grade. In order to be excused from class, students must contact me PRIOR to class & a doctors note/funeral notice must be provided. No exceptions. In-class assignments, exams, quizzes and activities may not be made up for unexcused absences. Students missing class on those days cannot make up missed coursework.

Guest Speakers. We will have guest speakers in to discuss interactive topics.

Grades

Grades are based on the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance/Participation</td>
<td>10</td>
</tr>
<tr>
<td>Quizzes</td>
<td>60</td>
</tr>
<tr>
<td>Final Exam (Comprehensive)</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total Points Possible:</strong></td>
<td><strong>100</strong></td>
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</tbody>
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Point System:

A 90-100  
B 80-89  
C 70-79  
D 60-69  
F 59 & Below

Professionalism

This class is designed to teach and challenge students to become leading professionals in the area of interactive advertising and strategic communication. Professionalism means students demonstrate high quality work, integrity, and a positive attitude and respect for the professor and fellow class members at all times. Inappropriate actions, such as plagiarism, flaming online or negative comments in class are not acceptable. Professionalism includes showing up to class every day and on time; emailing the professor (before class time) when you need to miss a class; participating actively in class; turning in assignments on time; completing assignments prior to missing an excused class (arrangements must be made with the professor prior to missing the excused class); demonstrating competence in course material when called upon in class; and, showing respect to the professor and fellow class members at all times.

Extra Credit (optional):

Extra Credit proposals are to be approved by professor. A student can earn no more than 10 points in extra credit. All ideas must be approved on an individual basis and must be completed two weeks before reading day. No exceptions.

Graduate /Honors Credit
Students who are taking Interactive Advertising for graduate credit will have additional readings and an additional scholarly paper proposal to write. Graduate students will meet with the professor individually and propose a list of scholarly readings that pertain to the student’s interest area.


All journals must be approved by the professor. Graduate students should plan to spend about 5-10 hours searching these journals for articles that are relevant to their interest area. The final list of about 10-15 articles will be approved by the professor. Students are required to thoroughly read all the approved articles, and also highly recommended to incorporate knowledge and insights from the articles into their final research proposals. Additionally, 1-2 page article critiques should be submitted for the two articles which are the most relevant to their research proposal. The article critique needs to include a short summary/description of the study, analysis of the study (e.g., strengths and weaknesses), and relevance/application to their own research.

Students are asked to write a research proposal (which includes introduction, literature review, and method sections) 15-20 pages in length, written in APA style. In addition to providing a literature review, the purpose of the paper is to propose a doable research design/method that can be carried out at a later date (the student does not need to carry out the research as part of the course).

Graduate students are required to contact the professor by the second week of classes to make arrangements for readings. Students are to check in every two weeks with me regarding the progress of your graduate project. Graduate papers are worth 100 points beyond the other assignments in the course, for a total of 400 points for graduate students. Final grades for graduate students are calculated on a 400-point system. There are no pluses or minuses assigned.

Completion of an individual reading list = 10 pts.
Two article critiques (2 X 10 pts) = 20 pts.
Final research proposal = 70 pts.
Total= 100 pts.
### Weekly Assignments

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1/19</td>
<td>No Class—MLK Day</td>
</tr>
<tr>
<td>1/21</td>
<td>About the class/expectations</td>
</tr>
<tr>
<td>1/26</td>
<td>An introduction to digital terminology</td>
</tr>
<tr>
<td>1/28</td>
<td>Digital Formats</td>
</tr>
<tr>
<td>2/2</td>
<td>Using Digital Formats—Paid/Owned/Earned</td>
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<tr>
<td>2/4</td>
<td>Terminology/Format/P-O-E Quiz</td>
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<tr>
<td>2/9</td>
<td>Display Advertising—Ryan @ Coegi</td>
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<tr>
<td>2/11</td>
<td>Display Advertising—Ryan @ Coegi</td>
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<tr>
<td>2/16</td>
<td>No Class—Snow Day</td>
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<tr>
<td>2/18</td>
<td>Display Advertising—Ryan @ Coegi</td>
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<tr>
<td>2/23</td>
<td>Display Advertising Quiz &amp; Guest Speaker—Jon Halvorson-Starcom</td>
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<tr>
<td>2/25</td>
<td>Pay Per Click—Katie Veteran's United</td>
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<tr>
<td>3/2</td>
<td>Pay Per Click—Katie Veteran's United</td>
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<tr>
<td>3/4</td>
<td>Pay Per Click—Quiz</td>
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<tr>
<td>3/9</td>
<td>Search Engine Optimization—Nathan at BakedFinn</td>
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<tr>
<td>3/11</td>
<td>Search Engine Optimization—TBD</td>
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<tr>
<td>3/16</td>
<td>Search Engine Optimization—Nathan at BakedFinn</td>
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<tr>
<td>3/18</td>
<td>Search Engine Optimization—Quiz</td>
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<tr>
<td>3/23</td>
<td>Spring Break</td>
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<tr>
<td>3/25</td>
<td>Spring Break</td>
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<tr>
<td>3/30</td>
<td>Social Media—Kyle at Newsy</td>
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<tr>
<td>4/1</td>
<td>Social Media—Kyle at Newsy</td>
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</table>
4/6  Social Media—Kyle at Newsy

4/8  Social Media—Quiz

4/13  Content Marketing—Taylor at Influence & Co

4/15  Content Marketing—Taylor at Influence & Co

4/20  Content Marketing—Taylor at Influence & Co

4/22  Content Marketing—Quiz

4/27  Email—Nathan at InTouch

4/29  TBD

5/4  TBD

5/6  Comprehensive Final Exam

**The Syllabus will change as the semester progresses to accommodate guest lectures and their needs.**

**Academic Honesty**

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.
- Extensive use of materials from assignments in other classes without permission of your instructor.
- Extensive use of materials from work in media organizations (e.g. internships, articles created for the Maneater, work done for other campus groups, etc.) without permission of your instructor.
- Fabricating information in news or feature stories, whether for publication or not.
• Fabricating sources in news or feature stories, whether for publication or not.

• Fabricating quotes in news or feature stories, whether for publication or not.

• Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else's test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else's work.

Classroom Misconduct
Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior. Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

Dishonesty and Misconduct Reporting Procedures
MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU's Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU’s Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

Professional Standards and Ethics
The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

Audio and Video Recordings of Classes
Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. 

(Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

University of Missouri-Columbia Notice of Nondiscrimination
The University of Missouri System is an Equal Opportunity/ Affirmative Action institution and is nondiscriminatory relative to race, religion, color, national origin, sex, sexual orientation, age, disability or status as a Vietnam-era veteran. Any person having inquiries concerning the University of Missouri-Columbia’s compliance with implementing Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Assistant Vice Chancellor, Human Resource Services, University of Missouri-Columbia, 1095 Virginia Ave., Room 101, Columbia, Mo. 65211, (573) 882-4256, or the Assistant Secretary for Civil Rights, U.S. Department of Education.

Accommodations
If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify me immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

ADA Compliance
If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, S5 Memorial Union, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

Religious Holidays
Students are excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

Intellectual Pluralism
The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either the Departmental Chair or Divisional leader or Director of the Office of Students Rights and Responsibilities (http://osrr.missouri.edu/). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

The Office of Disability Services recommends that all course syllabi include a statement advising students with disabilities how to request reasonable academic accommodations. Such a statement not only helps to fulfill our institutional responsibility to inform them about the process, but also demonstrates our commitment to a positive and welcoming environment for students with disabilities. Below is a sample statement. It can be used as is, or can be adjusted to meet specific needs. For example, for online courses, the statement should reflect the desired mode of communication (e.g. via email) and can eliminate the reference to building evacuation. Thank you for including this or
a similar statement on all syllabi.

Students with Disabilities:

If you anticipate barriers related to the format or requirements of this course, if you have emergency medical information to share with me, or if you need to make arrangements in case the building must be evacuated, please let me know as soon as possible.

If disability related accommodations are necessary (for example, a note taker, extended time on exams, captioning), please register with the Office of Disability Services (http://disabilityservices.missouri.edu), S5 Memorial Union, 573-882-4696, and then notify me of your eligibility for reasonable accommodations. For other MU resources for students with disabilities, click on “Disability Resources” on the MU homepage.