

**PMCB1134: NEW MEDIA ADVERTISING  
(FALL 2023) (UNDERGRADUATE COURSE) (4 CREDITS)**

**Class Time: 14:00—15:40**

**Classroom: P21a, Faculty of Social Studies**

**Class Structure: Lecture & Discussions** (using both ACUE and flipped pedagogy)

**INSTRUCTOR:**

**Dr. Kenneth C. C. Yang**

**Fulbright Visiting Scholar from the Department of Communication**

**The University of Texas at El Paso, USA**

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Office Hours: Virtual Office Hours on Thursdays: 9:00 am to 4:00 pm (via email [252201@mail.muni.cz](mailto:252201@mail.muni.cz))

Email consultation is also welcome. Face-to-face or Zoom consultations are upon request and TBA.

**OBJECTIVES AND GOALS OF THIS COURSE:**

This course will cover state-of-the-art developments in the converging multi-platform media landscape. The course is designed to familiarize students with recent developments in new media and their growing applications in the advertising industry. Students will also learn essential theories, concepts, technical knowledge, and best campaign practices that can prepare them for a career in the new media area of the advertising industry.

**LEARNING OUTCOMES:**

It is expected that students will come out of this course with the following:

- Understanding digital media technologies and how the advertising industry responds to these challenges and opportunities.
- Knowledge about new media users, their behaviors, and implications for the advertising industry.
- Knowledge about tools and practices by key players in the digital advertising industry.
- Ability to plan an effective advertising campaign using these digital media platforms.
- Ability to conduct academic or practical research on diverse topics of digital media.
- Essential information literacy skills to help strategy-based decision-making.
- Preparation for careers in the new media advertising industry as theory guides practice.

## **REQUIRED READING MATERIALS:**

- Once my access to the University's system is ready, course materials will be delivered via the official platform. In the meantime, we supplement the delivery of course materials via Google Cloud Drive. You are strongly advised to have a copy of the course materials installed on your computer as a backup. Electronic Course Packet in USB flash drive. **Google Drive E-Course Packet Link:** [https://drive.google.com/drive/folders/1Zki9quAMKpNGgoLRQh51B1bm\\_GzjSHfz?usp=sharing](https://drive.google.com/drive/folders/1Zki9quAMKpNGgoLRQh51B1bm_GzjSHfz?usp=sharing)

## **OUTCOME ASSESSMENT/GRADING:**

- 1. Group weekly assignments (500 points) (Abbrev. AS):** A total of **10** weekly assignments (**50 points each**) will be given throughout the semester to assess your learning outcomes of each weekly component. These assignments include quizzes, (video) case discussions, essay questions, research, analysis, etc. Each assignment has a due date requiring students to complete the task promptly. **Late submissions will be rejected, regardless of your excuses.** Refer to the syllabus for a list of due dates.
- 2. Group new media company or advertising agency project (200 points/100 points [oral] +100 points [written]):** A group of 5 people will be formed to develop a group research project. This descriptive research-based report (100 points) on one specific/chosen new media company or advertising agency will be required for all students. The selection of company/agency will be on a first-come, first-served basis. **The group project will be five pages, double-spaced, 12 points, in Times New Roman font and APA style, formatted in a professional and business style report with a list of at least ten references to cite your sources and demonstrate your abilities to conduct library research.** **The project will be divided into the following sections/headings: 1) Company/Agency Overview (including information such as history, headquarters, mission statement, financial info, etc.) (1 page); 2) Company Businesses/Specialties (including information such as what type of new media platforms the company/agency is specialized in) (1 page); 3) Involvement with New Media Advertising (describe a list of clients, a list of campaigns using new media platforms, success stories, best practices, etc.) (2 pages); 4) Appendices (1 page) (tables, figures, a list of references).** **A group oral presentation will be scheduled to share your analysis (100 points).** **Your group agency/company project is due at 11:59 pm on November 10, 2023.** Please name your "**Group# Agency Project**" file submitted via [252201@mail.muni.cz](mailto:252201@mail.muni.cz) with a subject line as "**Group# Agency Project**". **An oral presentation will be scheduled to share your research proposal (100 pts).** **Check the link below for a list of digital media agencies and companies in the Czech Republic:** <https://clutch.co/cz/agencies/digital-marketing> **OR** <https://themanifest.com/cz/social-media/agencies>
- 3. Group new media campaign project (300 points=100 points [oral]+ 200 points [written]):** A group of 5 people will be formed to develop a campaign project (300 points) that will describe and analyze a specific/chosen advertising campaign using one or a combination of digital media platforms. This project aims to ensure that students are familiar with digital media platform(s), the brand/company using these platforms, and the role of digital media platforms in the chosen advertising campaign. The project aims to allow students to prepare a document that can be included in their job application portfolio in the future. The project will be ten pages, double-spaced, 12 points, in Times New Roman font and APA style, formatted in a professional and business style report [See sample projects in your e-Course Packet]) with a list of references, cite your sources, and demonstrate your ability to conduct library research.

The written project will be divided into the following sections/headings: 1) Brand/Company Overview (covering information on the brand/company, history, ranking, etc. (2 pages); 2) Campaign Overview (covering objectives of the campaign, length, and budget of the campaign, target market, creative strategy, media strategy, award/assessment of the campaign, etc.) (3 pages); 3) Digital Media Platforms (discussing what digital media platform(s) have been used in the chosen campaign; what are they? How are they used? What do you think of their applications? How would you propose to improve their applications in the future? etc.) (5 pages); 4) Appendices (tables, figures, a list of references). **A group oral presentation will be scheduled to share your campaign analysis (100 points). Your group project is due at 11:59 pm on December 15, 2023.** Please name your "*Group# Campaign Project*" file submitted via [252201@mail.muni.cz](mailto:252201@mail.muni.cz) with a subject line as "*Group# Campaign Project*". **An oral presentation will be scheduled to share your research proposal (100 pts).**

**TOTAL POINTS=1000 POINTS**

**4. Extra Point Opportunities (50 points)**

**4-1. Live-Streaming Project Participation [10 points]:** Please email your completion screenshots to [252201@mail.muni.cz](mailto:252201@mail.muni.cz) or upload these via the University system (**Due before October 6, 2023**). Click the link below:

<https://utepsubacc.questionpro.com/t/AOz7EZzGEL>

**4-2. ACUE Teaching Assessment Project Participation [40 points]:** Please email your completion screenshots to [252201@mail.muni.cz](mailto:252201@mail.muni.cz) or upload these via the University system (**Due before December 15, 2023**). Refer to the syllabus below.

<b>Grade A</b>	<b>900 points and above</b>
<b>Grade B</b>	<b>800—899 points</b>
<b>Grade C</b>	<b>700—799 points</b>
<b>Grade D</b>	<b>600—699 points</b>
<b>Grade F</b>	<b>Under 599 points</b>

**PLAGIARISM AND ACADEMIC DISHONESTY:**

In preparing your assignments, you must give credit to any information sources that are not your ideas. Follow APA's in-text citation rules to credit your sources of information. You should paraphrase any information you obtained from another source and write the source according to the reference style published by the American Psychological Association (APA). APA Format Guideline is available at Purdue University OWL website (<https://owl.english.purdue.edu/owl/section/2/10/>). Unless you put them in "quotation marks", do not copy anything word by word. Violating this guideline will constitute plagiarism and serious academic dishonesty. In addition, all projects or exams must represent an individual effort. An individual who copies another student's work constitutes academic dishonesty.

**<<COURSE WEEKLY SCHEDULE>>**

<b>WK</b>	<b>DATES</b>	<b>TOPICS</b>	<b>READING ASSIGNMENTS</b>	<b>ASSIGNMENT</b>
0		Please review the syllabus and complete the survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card: <a href="https://utepsubacc.questionpro.com/t/AOz7EZy5On">https://utepsubacc.questionpro.com/t/AOz7EZy5On</a>		
1	SEPTEMBER 22, 2023 [ONLINE]	--Course introduction --Choosing an agency/a company/a platform for your group agency report (200 points) --Choosing a new media campaign for your group campaign report (300 points)  Zoom Link: <a href="https://cesnet.zoom.us/j/97889265436">https://cesnet.zoom.us/j/97889265436</a>	Review Course Syllabus	AS#1 Due before 11:59 pm.  (You must be in class to submit assignments)
2	SEPTEMBER 29, 2023 [IN-PERSON] [ROOM:??]	--Emerging Multi-platform Media Landscape and Impacts on the Advertising Industry --Surviving in a Disruptive Age	Falcon.IO, "2022 Digital Marketing Trends" [File name: WEEK2-1] Ogilvy Public Relations Worldwide, "Glossary essential new media terms" [File name: WEEK 2-2]	AS#2 Due before 11:59 pm.  (You must be in class to submit assignments)
3	OCTOBER 6, 2023	--Emerging Media Platforms and Consumer Behaviors --Targeting New Media Consumers	Deloitte Insights, "Digital Media Segments: [File name: WEEK 3-1] "The 2022 Comcast Advertising Report" [File	AS#3 Due before 11:59 pm.

		<p>--What is the Consumer Journey?</p> <p>--Learning Consumer Analytics to Generate Consumer Insights</p> <p>--Predicting New Media Consumer Behaviors</p> <p>--Best Practices and Campaigns</p>	<b>name: WEEK 3-2]</b>	<p>(You must be in class to submit assignments)</p> <p>Live-streaming extra points due before 11:59 pm.</p>
4	OCTOBER 13, 2023	<p>Artificial intelligence</p> <p>Machine learning</p> <p>Personalization</p> <p>Deepfake</p> <p>Chatbot</p>	<p>Adstream, “AI and the Future of Television Advertising” [<b>File name: WEEK 4-1]</b></p> <p>SalesForce, “The AI Revolution” [<b>File name: WEEK 4-2]</b></p> <p>e-Course Packet WEEK 4 FOLDER</p>	<p>AS#4 Due before 11:59 pm.</p> <p>(You must be in class to submit assignments)</p>
		<p>Please complete the course survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card:</p> <p><a href="https://utepsubacc.questionpro.com/t/AOz7EZY6Sj">https://utepsubacc.questionpro.com/t/AOz7EZY6Sj</a></p>		
5	OCTOBER 20, 2023	<p>--Search Engine Marketing (SEM) and Advertising Platforms</p> <p>--Search Engine Optimization (SEO)</p> <p>--Conversion Rate Optimization (CRO)</p> <p>--Pay-per-Click (PPC) Advertising</p> <p>--Best Practices and Campaigns using SEM, SEO, and CRO Strategies</p>	<p>“History and Evolution of Search Marketing” [<b>File name: WEEK 5-1]</b></p> <p>“Start a Search Advertising Program” [<b>File name: WEEK 5-2]</b></p>	<p>AS#5 Due before 11:59 pm.</p> <p>(You must be in class to submit assignments)</p>

6	OCTOBER 27, 2023	--Native Advertising Platforms and Strategies --Programmatic Advertising --Real-Time Bidding (RTB) Advertising --Best Practices and Campaigns using Native and Programmatic Advertising Strategies	Vocus e-Book, "The comprehensive guide to native advertising" [File name: WEEK 6-1] DMI, "The Beginner's Guide to Programmatic Advertising" [File name: WEEK 6-2]	AS#6 Due before 11:59 pm.  (You must be in class to submit assignments)
7	NOVEMBER 3, 2023	<b>Group oral presentation of your group's new media company or advertising agency project (100 points) [Details to be provided later]</b>		<b>Written agency/comp any report due on November 10, 2023 (100 points)</b>
8	NOVEMBER 10, 2023	--Content Marketing --Branded Content --Video Storytelling Advertising (Visual Storytelling) --Best Practices and Campaigns Using Content Marketing Strategies	Pulizzi, Chapter 1, "What is content marketing?" (pp. 3-11) [File name: WEEK 8-1] Pulizzi, Chapter 16, "Content types?" (pp. 159-202) [File name: WEEK 8-2] Vocus, "How to content market (better than the competition)" [File name: WEEK 8-3]	AS#7 Due before 11:59 pm.  (You must be in class to submit assignments)
		Please complete the course survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card: <a href="https://utepsubacc.questionpro.com/t/AOz7EZY6Sj">https://utepsubacc.questionpro.com/t/AOz7EZY6Sj</a>		
9	NOVEMBER 17, 2023 [Struggle for Freedom and Democracy Day] [National Holiday][No In-	--Mobile Commerce, Marketing, and Advertising --Location-based Marketing/Advertising (LBM) --Ubiquitous Marketing --Proximity Marketing	"2022 LMBR" [File name: WEEK 9-1] "Proximity marketing 101"[File name: WEEK9-2]	AS#8 Due before 11:59 pm on NOV. 24, 2023.  (You must be in class to

	<b>Person Class]</b> <b>[Please complete the assignment on your own]</b>	--Best Practices and Campaigns using Mobile Marketing Strategies		submit assignments)
10	NOVEMBER 24, 2023	--Digital Reality and In-Game Platforms --Virtual Reality (VR) Advertising --Augmented Reality (AR) Advertising --Mixed Reality (MR) Advertising --360-Degree Video Advertising --In-Game Advertising --Gamification in Advertising --Best Practices and Campaigns using these Digital Reality and In-Game Platforms	Deloitte Digital, "Digital Reality Change Everything" <b>[File name: WEEK 10-1]</b> Tavolieri (2020), "AR and VR will drive omnichannel 2.0" <b>[File name: WEEK 10-2]</b>	AS#9 Due before 11:59 pm.  (You must be in class to submit assignments)
11	DECEMBER 1, 2023	--Social Media Marketing --Social Media Platforms --Consumer-Generated Content (CGC) --Influencer Marketing --Best Practices and Campaigns using Social Media Platforms	"2022 Audience Insights" <b>[File name: WEEK 11-1]</b> "Influencer Marketing" <b>[File name: WEEK 11-2]</b>	AS#10 Due before 11:59 pm.  (You must be in class to submit assignments)
12	DECEMBER 8, 2023	<b>Oral presentation of your group's new media campaign project (100 points) [Details to be provided later]</b>		<b>Group new media campaign project due on December 15, 2023 (200 points)</b>
		Please complete the course survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card: <a href="https://utepsubacc.questionpro.com/t/AOz7EZY6Sd">https://utepsubacc.questionpro.com/t/AOz7EZY6Sd</a>		

