

UNIVERSITY of HOUSTON

CULLEN COLLEGE of ENGINEERING

DEPARTMENT OF INFORMATION SCIENCE TECHNOLOGY

DIGM 4379 Transmedia Marketing

Spring 2024

Lecture: Tu, 4:00 pm – 6:00 pm

Lab Session: Wed 8:00 am – 11:00 am / Wed 2:30 pm – 5:30 pm

Online lecture/Online lab

Instructor: Yoon (Seo Yoon) Lee

Office Location: Brazos Hall 340

Office Hours: Tuesdays 3:00 – 4:00 pm, or by appointment, via Microsoft Teams

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COURSE DESCRIPTION:

Transmedia Marketing is a dynamic course that delves into the realm of strategic communication planning in modern marketing, emphasizing the significance of media in today's rapidly evolving landscape. In this course, students will explore the intricacies of crafting seamless and effective marketing plans that transcend traditional boundaries and harness the power of new media platforms. Through a comprehensive analysis of transmedia strategies, students will develop the skills to create targeted, multi-dimensional campaigns that engage audiences across various media channels. By understanding the synergistic relationship between strategic planning and media utilization, students will be well-equipped to navigate the complexities of contemporary marketing practices and cultivate impactful brand experiences in the digital age.

REQUIRED MATERIALS:

Belch & Belch (2020): Advertising and Promotion: An Integrated Marketing Communications Perspective 12th Edition. Publisher: McGraw-Hill

Other reading materials will be provided in canvas.

COURSE OUTCOMES:

By the end of the course, students will be able to:

1. Grasp the pivotal role of media in formulating effective marketing plans.
2. Discern and evaluate distinct attributes of various media platforms, enabling informed selection of optimal platforms for executing strategic marketing communication plans.

3. Assess and enhance the efficacy of marketing communication plans, adeptly structuring plans aligned with clients' specific requirements.
4. Explore the dynamic evolution of media technologies and adeptly incorporate emerging technologies into the strategic planning of communication initiatives.

COURSE ASSESSMENTS:

The course is graded using this breakdown of assessments.

Element	Points
Assignment 1	10% (50 points)
Assignment 2	10% (50 points)
Semester Project Presentation 1	15% (75 points)
Semester Project Presentation 2	15% (75 points)
Final Report	25% (125 points)
Quiz	15% (75 points)
Participation	10% (50 points)
Total	500 points

END-OF-COURSE LETTER GRADE ASSIGNMENT

Letter Grades:	A 94-100	A- 90-93
	B+ 87-89	B 84-86
	B- 80-83	C 74-76
	C+ 77-79	C- 70-73
	D+ 67-69	D 64-66
	D- 60-63	F below 60

- No grades of Incomplete will be given. (This policy is an individual faculty decision.)
- There will be no “curving” or “rounding up” of the grades.
- The instructor retains the right to subjectively evaluate an individual student's grade in appropriate cases.
- The instructor retains the right to determine at a later date if plus and/or minus will be used to modify a letter grade.

ASSIGNMENTS

These assignments are designed to help you apply key principles and skills covered in class, along with honing the ability to convey thoughts concisely and coherently in writing. Collaborating with a fellow classmate (**only up to 2; no exceptions**) for these assignments is permitted but requires prior approval from the instructor. To seek permission, please send an email in advance.

Assignments will be evaluated based on adherence to instructions, as well as formatting, spelling, grammar, and content. Comprehensive information, including specific details and assessment criteria, can be accessed on Canvas. All assignments should be submitted in **PDF format**. All assignments must be submitted on Canvas and are due by 11:59pm on the due date.

1. ASSIGNMENT 1 (10 %): CASE ANALYSIS

In this assignment, I will present several integrated Marketing Communications (IMC) campaigns. You will choose **ONE** case out of these lists, and critically analyze the case. The purpose is to investigate the reasons behind the campaign's failure/success and apply key marketing concepts such as situation analysis, target analysis, and communication planning to identify the shortcomings and lessons learned from the campaign.

2. ASSIGNMENT 2 (10 %): AD/MARKETING OBSERVATORY

In this assignment, you will curate a log encompassing both traditional and digital advertisements and marketing campaigns encountered throughout a designated day. Your log should provide: a) a captured screenshot or photo of the advertisement or marketing campaign (if feasible), b) identification of the brand associated with the respective advertisement or marketing campaign, c) a succinct 1-2 sentence encapsulation detailing the essence of the advertisement or marketing campaign, and d) specification of the platform or website where the advertisement was encountered.

Upon accumulating a minimum of 15 advertisements, your subsequent task will be to write a reflection about what you learned as you observed the ads/marketing campaigns you were shown. The purpose of this assignment is to hone your analytical acumen in analyzing the strategic media integration within brands' marketing communication initiatives, thereby fostering heightened awareness regarding the media's integral role underpinning the advertisements and marketing campaigns within your purview.

SEMESTER PROJECT

There will be a one semester project course, divided into two presentations and one final project. Throughout the semester, you will work with your group members to create a marketing communication plan applying theories and concepts learned in the class.

1. PRESENTATION 1 (15%)

In this presentation, you will be acting as a marketing team for a chosen client. You will choose a client. Your task for this presentation is to conduct a comprehensive analysis, set clear goals, assess the target audience and develop communication plan for marketing campaign tailored to your client's needs. Before the day of your presentation (11:59 pm), you need to submit your presentation file in a pdf format on Canvas.

2. PRESENTATION 2 (15%)

In this presentation, you will extend the marketing communication campaign for your chosen client by selecting the most suitable media channels based on your communication plan. Additionally, you will conduct research to evaluate the effectiveness of your chosen media in

reaching the target audience and achieving your client's marketing goals. Before the day of your presentation (11:59 pm), you need to submit your presentation file in a pdf format on Canvas.

3. FINAL REPORT (25%)

This final paper, you will present a comprehensive Integrated Marketing Communications (IMC) campaign for a chosen client. The project is an extension of the previous two presentations, combining situational analysis, goal setting, target audience assessment, communication plan, media selection, and research results into a cohesive final presentation. Your final paper will showcase your strategic thinking, creativity, and ability to develop an effective marketing and media campaign. Final report needs to be submitted in a pdf format on Canvas.

In your final report scores, **your grade will be adjusted based on the efforts and contributions** put into your group work throughout the semester. Details about the logistics will be provided during the semester.

QUIZES (15%)

Quizzes will be based largely on the lectures and readings. Quizzes are due on Canvas by 11:59pm on the date of the quiz, so please make sure you keep track of quiz dates in the syllabus. There are **6 quizzes** scheduled. No make-up quizzes will be given, but the **one lowest quiz grade** will be dropped and will not be included in the final grade.

PARTICIPATION (10%)

Given the advanced nature of this 4000-level course, the extent to which you get out from the experience is linked to your active presence in lectures, enthusiastic engagement in discussions, and involvement in in-class activities. It is important that you attend classes consistently. While you are granted allowance for up to 2 absences during lectures for any reason (after 2 absences, participation points will be deducted by 5 points), it's important to note that merely attending lectures does not equate to fulfilling the participation criterion. Additionally, interactive assignments will be carried out on Canvas, where I'll encourage you to share your insights and thoughts during lectures. Your participation through Canvas interactions is a prerequisite for maximizing your credit in participation.

Throughout the lab sessions, a predominant focus will be placed on the semester project. Your presence and active engagement in these lab sessions are important, as your active participation and discussion about your classmates' work will be part of your participation points. Demonstrated involvement in semester project and lab sessions is crucial for securing full credit in the participation category.

COURSE DELIVERY FORMAT

This course is being offered in the online format using Microsoft Teams. Every lecture and lab session will be delivered through synchronous streaming. Lab sessions will also take place in Microsoft Teams.

TENTATIVE COURSE SCHEDULE

	Lecture Topics	Lab Topics	Readings
Week 1 (1/16 - 19)	Course overview & Syllabus review	Semester project introduction	
Week 2 (1/22-26)	Marketing Communication and Technology	Case selection	<ul style="list-style-type: none"> • Belch & Belch: Chapter 1 • Deloitte (2023) 2023 Digital media trends: Immersed and connected Quiz 1 (Syllabus Quiz Date: Jan 24th 11:59 pm)
Week 3 (1/29 – 2/2)	Marketing Communication – Situation Analysis	Situation Analysis	<ul style="list-style-type: none"> • Belch & Belch: Chapter 2 • https://www.forbes.com/sites/forbesbusinesscouncil/2022/02/24/swot-analysis-the-most-overlooked-business-tool-and-how-to-use-it/?sh=655c7fce612a Quiz 2 (Date: Jan 31st 11:59 pm)
Week 4 (2/5 - 9)	Marketing Communication – Target	Target Analysis	<ul style="list-style-type: none"> • Belch & Belch: Chapter 4 & Chapter 5 (Analyzing receiver)
Week 5 (2/12-16)	Marketing Communication – Communication Plan	Setting up Communication Plan	<ul style="list-style-type: none"> • Belch & Belch: Chapter 5 & Chapter 6 Quiz 3 (Date: Feb 14th 11:59 pm)
Week 6 (2/19-23)	Media & Marketing (Traditional Media)	Application	<ul style="list-style-type: none"> • HBR (2022) Why Marketers Are Returning to Traditional Advertising • Indeed (2023) What is Traditional Marketing? • Belch & Belch: Chapter 2 Assignment 1 Due (Date: Sep 23rd 11:59 pm)
Week 7 (2/26-3/1)	Media & Marketing (Digital Media)	Application	<ul style="list-style-type: none"> • Davis & Chouinard (2016) Theorizing affordances • Belch & Belch (2020). Chapter 15 Quiz 4 (Date: Feb 28th 11:59 pm)
Week 8 (3/4 - 8)	Presentation		
SPRING BREAK			
Week 10 (3/18 - 22)	Media & Marketing (Social Media)	Application	<ul style="list-style-type: none"> • Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. • Social Media 3.0: We're living in a TikTok World

Week 11 (3/25 - 29)	Media & Marketing (Big Data/Algorithm)	Application	<ul style="list-style-type: none"> Boyd, D., & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. Puntoni, S., Reczek, R. W., Giesler, M., & Botti, S. (2021). Consumers and artificial intelligence: An experiential perspective. <p>Quiz 5 (Date: March 27th 11:59 pm)</p>
Week 12 (4/1 - 4)	Media & Marketing (AR/VR/Game)	Application	<ul style="list-style-type: none"> Forbes (2021) 11 Ways VR and AR stand to impact advertising, marketing and PR HBR (2017) Why every organization needs an augmented reality strategy <p>Assignment 2 DUE (April 4th 11:59 pm)</p>
Week 13 (4/8 - 11)	Research	Conducting Research	<ul style="list-style-type: none"> Qualtrics: Qualitative research design & methods for better results McLeod (2023) Qualitative Vs Quantitative Research Methods & Data Analysis Bilgin (2017) Qualitative Data
Week 14 (4/15 - 19)	Research & Future of Media, Technology and Marketing Communications	Conducting Research	<ul style="list-style-type: none"> Belch & Belch (2020). Chapter 18
Week 15 (4/22 - 26)	<p style="text-align: center;">Presentation</p> <p style="text-align: center;">Quiz 6 (Date: April 26th 11:59 pm)</p>		
Final Week	<p style="text-align: center;">Final Report Submission (May 3rd 11:59 pm on Canvas)</p>		

CLASS POLICIES

1. LATE WORK

I understand that extenuating circumstances sometimes prevent turning in work on time. Because of this, I have a relatively generous policy on late submissions. This policy is as follows: So long as the assignment is turned in within 6 hours of the deadline, it will be graded for up to full credit. No other exceptions will be granted for late work in the absence of an officially documented excuse as instructed by University of Houston policy. Late submissions will result in a 10% deduction from your original grade.

2. EMAIL

The main ways to communicate with me are either through Canvas or through email. Please follow professional standards in your email communications. This entails including a subject line that indicates the nature of the message with the class title (e.g., [DIGM 4379]-*nature of the message*) and a greeting at the beginning of the email (e.g., “Dear Prof. Lee” or “Dear Prof. Lee”).

When you write an email to me, do not ask questions that can be answered in the syllabus/Canvas or by searching in Google. When writing emails, be clear about your request. Also, try to be respectful. I will do my best to respond to emails within 24-hours during the week but will not respond to class emails on weekends. I will not respond to email questions about an assignment or project within 24-hours of its due date, or about a grade more than 7 days after it is posted. If you have a pressing last-minute question during this timeframe, please look over course materials or seek help from your classmates.

3. EXCUSED ABSENCE POLICY

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

In these cases, you need to submit the documentation to prove your excused absence to me via email. I highly encourage you to submit the documentation before the class starts.

4. CLASS PROBLEMS

Occasionally, problems or concerns arise about the course you are taking. The IST Department expects that you communicate with the course instructor about problems and concerns, first.

If problems or concerns cannot be resolved with the instructor, the next appropriate course of action is to contact the program coordinator, Dr. Tony Liao. If the situation is still not resolved, contact the IST Department Chair, Dr. Amaury Lendasse, to communicate your problems or concerns.

INFORMATION TECHNOLOGY USED IN THIS COURSE:

The DIGM program requires every student majoring in DIGM to have their own laptop computer. For more information about laptop requirements, see:

[Degree Requirements - University of Houston \(uh.edu\)](#) (DIGM)

Software requirements plus other hardware required for this course include: (list any software or hardware requirements)

- USB flash drive for backing up work
- MS Teams and Blackboard
- Webcam for Online
- MS Windows 10 or higher
- MS Office 2019 or higher

All of the software except MS Office are available for download and installation on your personal computer courtesy of Azure Dev Tools for Teaching. Office 365 is free to you as a student. For additional information, please visit the following:

<http://www.uh.edu/technology/college/technical-support/general-faq/>

RECORDING OF CLASS

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

UH EMAIL

Check and use your Cougarnet email for communications related to this course. To access this email, [login](#) to your Microsoft 365 account with your Cougarnet credentials.

WEBCAMS

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on during course lectures to ensure active attendance and participation in group activities.

SYLLABUS CHANGES

Please note that the instructor may need to make modifications to the course syllabus. Notice of such changes will be announced as quickly as possible through email or Canvas.

HONOR CODE STATEMENT

Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: *"I understand and agree to abide by the provisions in the [University of Houston Undergraduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston."*

ACADEMIC HONESTY POLICY

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The [UH Academic Honesty Policy](#) is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

USE OF ARTIFICIAL INTELLIGENCE

You may use AI programs (e.g. ChatGPT) to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic (e.g., biased information). Use of inaccurate, incomplete or problematic information generated by AI programs will be reflected in your grades. Beware that use may also stifle your own , independent thinking and creativity. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor, also note that AI cannot be a good reference). Any plagiarism or other form of cheating will be dealt with severely under relevant UH policies.

REASONABLE ACADEMIC ADJUSTMENTS/AUXILIARY AIDS

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart

Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing jdcenter@Central.UH.EDU.

TITLE IX/SEXUAL MISCONDUCT

Title IX/Sexual Misconduct Per the UHS Sexual Misconduct Policy, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

MENTAL HEALTH AND WELLNESS RESOURCES

Mental Health and Wellness Resources The University of Houston has a number of resources to support students’ mental health and overall wellness, including [CoogsCARE](#) and the [UH Go App](#). UH [Counseling and Psychological Services \(CAPS\)](#) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and offcampus. For assistance visit uh.edu/caps, call 713-743-5454, or visit a [Let’s Talk](#) location in-person or virtually. [Let’s Talk](#) are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed. [The Student Health Center](#) offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment. The [A.D. Bruce Religion Center](#) offers spiritual support and a variety of programs centered on well-being. Need Support Now? If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat 988lifeline.org.