

**Integrating Technology and Public Relations**

***Getting Social: How Social Media is Revolutionizing PR***

**SCPS Online**

**Spring, 2014**

**14Sp NCBM 218-701 (SCPS)**

*Draft* syllabus posted December 17, 2013 –please check back for revised syllabus closer to class start date!

**General Information**

**Class number:** 209032

**Catalog #:** NCBM218 Section 701

**Instructor**

Rob Pasquinucci

**Email:** [**rsp7u@virginia.edu**](mailto:rsp7u@virginia.edu)

robpasq@fuse.net

**Twitter:** @pasquinucr1

**Blog:** robpasq.com

**Office Hours:** By appointment (virtual); periodic live Twitter help sessions will be announced.

**Mobile:** 513-604-3556 (Cincinnati, Ohio. Eastern Time Zone)

**Required materials**

**Text:** *The New Rules of Marketing and PR* by David Merriman Scott

Softcover: 208 pages. Publisher: John Wiley & Sons (3rd edition, 2011)

ISBN: 978-1-118-02698-4

**Technical Specifications: Computer Hardware:**

* Computer with basic audio/video output equipment
* Internet access (broadband recommended)
* Microsoft Word

**Technical Support Contacts:**

* Login/Password: [scpshelpdesk@virginia.edu](mailto:scpshelpdesk@virginia.edu)
* UVaCollab: [collab-support@virginia.edu](mailto:collab-support@virginia.edu)
* BbCollaborate (Elluminate) Support: <http://support.blackboardcollaborate.com>

**Class information**

This course examines how the strategic combination of social media and traditional public relations tactics can be used to promote an organization’s image, share its messages and build its brand. The class will explore the latest technology, best practices and social media’s role in the marketing mix through a case study approach.

**Format:** This course is organized with the assumption that students remain up to date with reading and all other learning activities. Although this course will be conducted using a variety of online tools - students are expected to take an active role in online class activities each week. Evaluation of learning activities and examinations shall follow the patterns of professional practice as closely as possible.

While materials will be presented through UVA Collab and other electronic means, successful completion of this course requires the same amount of time and effort as an in-person class. Students will have some more flexibility about *when* to complete class work, but the expectation is that the work is completed by deadlines established by the instructor.

**U.Va. Policies**

SCPS Grading Policies: Courses carrying a School of Continuing and Professional Studies subject area use the following grading system:  A+, A, A-; B+, B, B-; C+, C, C-; D+, D, D-; F.  S (satisfactory) and U (unsatisfactory) are used for some course offerings. For noncredit courses, the grade notation is N (no credit). Students who audit courses receive the designation AU (audit). The symbol W is used when a student officially drops a course before its completion or if the student withdraws from an academic program of the University. Please visit [SCPS Grades](http://www.scps.virginia.edu/audience/students/grades)

**University Email Policies:** Students are expected to check their official U.Va. email addresses on a frequent and consistent basis to remain informed of University communications, as certain communications may be time sensitive. Students who fail to check their email on a regular basis are responsible for any resulting consequences.

University of Virginia Honor System: All work should be pledged in the spirit of the Honor System at the University of VirginiaThe instructor will indicate which assignments and activities are to be done individually and which permit collaboration. The following pledge should be written out at the end of all quizzes, examinations, individual assignments and papers: “I pledge that I have neither given nor received help on this examination (quiz, assignment, etc.).” The pledge must be signed by the student. For more information please visit [Honor System](http://records.ureg.virginia.edu/content.php?catoid=28&navoid=747)

**Special Needs:** It is the policy of the University of Virginia to accommodate students with disabilities in accordance with federal and state laws. Any SCPS student with a disability who needs accommodation (e.g., in arrangements for seating, extended time for examinations, or note-taking, etc.),should contact the Student Disability Access Center (SDAC) and provide them with appropriate medical or psychological documentation of his/her condition. Once accommodations are approved, it is the student’s responsibility to follow up with the instructor about logistics and implementation of accommodations. Accommodations for test taking should be arranged at least 14 business days in advance of the date of the test(s). Students with disabilities are encouraged to contact the SDAC*:* 434-243-5180/Voice, 434-465-6579/Video Phone, 434-243-5188/Fax. Further policies and statements available[: U.Va. Department of Student Health](http://www.virginia.edu/studenthealth/sdac.html#types) For further policies and statements about student rights and responsibilities, please see [U.Va Website](http://www.scps.virginia.edu/audience/students) (<http://www.scps.virginia.edu/audience/students>)

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| **Week’s topic** | **Readings** | **Other deliverables** |
| **3/24 Week 1: PR Today**  Overview of the history of the field, the influence of social media, emerging trends etc. | David Meerman Scott Ch. 1-3  Case studies as posted on UVA Collab. | Introductory brief  Discussion board |
| **3/31 Week 2: Social Media Planning**  Exploration and activities designed to better understand effective social media/PR campaign planning | David Meerman Scott Ch. 4-7 | Class discussion board |
| **4/7 Week 3: Social Media Planning Part 2; Content Marketing & Blogger Outreach**  Continued discussion of social med | David Meerman Scott Ch. 11-17 | Social media cadence |
| **4/14 Week 4: Legal and ethical considerations** | Case studies posted | Online class discussion |
| **4/21 Week 5: Evaluating and measuring social media efforts** | Case studies | Online class discussion |
| **4/28 Week 6: Leveraging new technology platforms** | Posted readings | Final exam |
| **5/5 Week 7: Review/applying what we coverd** | Review/guest ‘speaker’ presentation/Q&A via Twitter | Final project |