COURSE SYLLABUS

Mobile Apps for Strategic Communication
MMC 4936 – Special Topics

GENERAL INFORMATION

PROFESSOR INFORMATION

Instructor: Prof. Elizabeth Marsh
Phone: (305) 919-5936
Office: AC2, 324D (BBC)
Office Hours: By appointment or immediately after class
Email: Please use Blackboard Messages

COURSE DESCRIPTION AND PURPOSE

Mobile isn’t new anymore, but it is a must for any 21st century communications strategy. Mobile is everywhere and it allows a unique opportunity to directly connect with an organization’s targeted publics/clients/constituents. In this class we will learn what it takes and how to plan an effective mobile strategy centered on mobile apps. Understand mobile app’s place in a 360 communications plan, and yes … learn how to code a basic app. No coding experience required, you don’t have to be a computer whiz, just interested in one of the fastest growing communications platforms.

COURSE OBJECTIVES

Students will be able to:

• Understand the history, short as it may be, of the branded app with an emphasis on past successes.
• Understand the role of audience research, content research, technology research in creating a good branded app design.
• Evaluate strategies for app development.
• Evaluate methods of app development.
• Apply research and strategies to create an achievable workflow for a branded app.
• Create an app.
• Develop a testing regime and test that app.
• Critique others’ app design.
Student Learning Outcomes:
- Understand concepts and apply industry standard design and implementation theories in the creation and presentation of apps for strategic communication.
- Think critically, creatively and independently when producing assigned projects and assignments as well as when providing critique of others’ work.
- Understand and use concepts of audience research, SMART goals, the excellence theory of public relations, and the usage and gratifications theory in the creation of branded or strategic communication apps.

IMPORTANT INFORMATION

Diversity

The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.

ACCESSIBILITY AND ACCOMMODATION

For assistance with accommodation please contact our Disability Resource Center.

COURSE DETAIL

COURSE COMMUNICATION

Communication in this course will take place via Blackboard email. By using the Blackboard email your message is prefaced with the class number and title, and I know it’s not spam. You may email me at my FIU email address: marshe@fiu.edu, but the message is more likely to be overlooked. Both email options go to the same inbox.

My cell phone is 305 766 1910. Text me if you’re having a crisis. I am unsure what a Mobile Apps for Strategic Communication crisis might be, but I’m sure you’ll know it if you’re having it.

The best way to communicate with me is in person in class.
TEACHING METHODOLOGY

This class is an experiential learning class. Experiential learning is an engaged learning process whereby students “learn by doing” and by reflecting on the experience. Experiential learning is broken down into four cyclical processes: Thinking > Planning > Doing> Observing (or I would say Testing and Observing). This process can be started at any point, but we’re going to start with thinking. Even more importantly you are going to be the people who bring forward what we’re going to think about. I’ll help, that’s why they pay me the big bucks, but each of you will be a vital resources in bringing to the table the important concepts that define good app creation. You will teach each other and me as much as I will teach you.

ASSIGNMENTS

Image is crucial in corporate publications. Although great visual ideas and graphic design are critically important, presentation must not be overlooked. All copy must be edited for typos and spelling errors before they are submitted. Good writing is vital to both advertising and public relations careers. Accordingly, all students will be held to a uniform writing standard. All papers, reports and tests written outside of the classroom - regardless of length - will first be graded for content. Following that, the paper will be reviewed for writing. Should a paper contain six or more errors, the work will automatically lose 10 points (based on 100). At the instructor’s discretion, more stringent grading may be applied.

All assignments must be uploaded to Blackboard by the end of the assigned day (usually Sunday @ 12:00 midnight). Late assignments will receive a full letter grade reduction and must be turned no later than 1 week from the assigned date to receive any credit.

APP THOUGHT OF THE WEEK

I need each one of you to scour the web, Google is your friend, for interesting and informative new articles, tutorials, best of lists, and case studies that are pertinent for this class. You will upload these links by Saturday at midnight, so that we all can look at them, and then we’ll discuss the best ones in class. This could be the most important skill you learn in this class. I have no idea what sort of resources for app creation there will be next week let alone next year or for the rest of your lives. So I don’t want you to focus on tool usage. I want you to focus on LEARNING to keep up with the trends, latest theories, current best practices and available tools as they become available.

COURSE STRUCTURE

This class will be divided, at least to start, into theory days and lab days. Monday, we will talk, think and plan, Wednesday, we will do and test.
### GRADING

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<tr>
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