

## JOU 348: EMERGING MEDIA IN ADVERTISING AND PUBLIC RELATIONS

Assignment: Social Media Analysis Presentation (Paper #2)

Point Total: 100 + 100

**Overview:** This 6-page single-spaced executive paper will have students transfer knowledge of the concepts discussed in class to analyze a particular company's digital reputation by analyzing a specific campaign and the reaction in the social media realm.

**Components:** The student will write a detailed paper explaining what the company is according to the social media realm (this should include numbers and analytics, along with qualitative information gathered) and compare and contrast that to the message delivered by the company through traditional means. This paper should be heavy on outside sourcing, numbers gathered by the student, and analysis from in-class discussions and themes.

- **Abstract:** This will be a brief overview of the project and the goal of the project
- **Methodology:** This will explain how the student plans on collecting information
- **Overview:** The student will explain the campaign being tracked and demonstrate early statistical or qualitative analysis that suggests the methodology is sound in terms of collecting data.
- **Findings:** This section should include a breakdown of qualitative and quantitative measures taken by the student, researched information and a constructed way for someone to formally analyze the campaign. Students should spend time both explaining the data and contextualizing the data (e.g. in comparison to similar campaigns).
- **Theoretical Framework Analysis:** This section should take the theoretical concepts discussed in the class (e.g. readings, lectures, discussions) and apply them to the findings. The student should analyze the data and explain how various concepts applied to their findings.  
The paper will also include, but not be counted as part of the 6-page requirement:
- **End Notes:** This will be the section for citations.
- **Outline:** The 1-page Analysis Salon Paper + Presentation overview

This formal presentation will be 8-10 minutes and delivered by the student to the entire class. This will include a brief question-and-answer session from classmates. The student is expected to create a formal, professional presentation meant to explain the final project.

**Grading:** Students who complete the *minimum* requirements for the paper will receive a "C", which is average work. To receive higher marks:

- The work will cite more than 10 end notes, including work not from the required list
- This work will contain a strong selection of qualitative and quantitative statistics
- The work will demonstrate a creative angle and presentation

	A	B	C	D	F
Abstract (5)					
Methodology (5)					
Overview (5)					
Findings (40)					
Frame (40)					
End Notes (5)					
Oral (75)					
Visual (25)					