

Digital Marketing Campaigns: AI & Communication Research

North Carolina State University (NCSU)

Location: Zoom Online



What's this program about?

This training program is designed for high school students to gain foundational knowledge and practical skills in communication research and digital marketing. Over four weeks, students will explore key areas such as communication research, digital marketing strategies, quantitative research methods, and the application of AI tools. The program culminates in a project development phase, where students will apply their learning to real-world scenarios and present their findings.

Required Readings

Readings are posted on MOODLE. If you have difficulty logging onto the course MOODLE, please contact the GTI for assistance.

Program Hosting & Computer Requirements

The course is hosted on Moodle at NCSU, and you will need your email address and password to access all course materials. You will need to work with a partner for several class activities, and you may find it helpful to use skype or google hangouts to maximize the experience. I will be available via email throughout the five-week session. If we interact via email, we should all expect a 24-hour response time on weekdays. There may be times when you ask a question via email that is relevant to the whole class, and I may respond via "announcements" in Moodle.

Program Goals

- Equip students with foundational knowledge in communication research and digital marketing.
- Develop practical skills in quantitative research, content analysis, and the use of AI tools.
- Foster critical thinking and problem-solving abilities through project-based learning.

- Enhance presentation and communication skills through project presentations and feedback sessions.

Program Outcomes

By the end of the program, students will:

- Have a solid understanding of communication research and digital marketing principles.
- Identify quantitative research methods and content analysis tools.
- Understand digital marketing campaigns and the integration of AI to optimize strategies and outcomes.
- Be skilled in using tools like ChatGPT for conducting research and performing content analysis.
- Have developed and presented a comprehensive project, demonstrating the ability to apply learned concepts to real-world scenarios.

Grades

I will not respond to any emails related to final course grades; if you are concerned about your final course grades, you must submit a signed written request including the reason for your concern. Grades are based on below components.

- Class Participation & Engagement: 200
- Moodle Forum Participation & Responses: 100
- Project Final Presentation: 300
- Final Research Paper: 400

Total Points Possible: 1,000

Criteria for Final Letter Grade

This Course uses Standard NCSU Letter Grading:

97 ≤	A+	≤	100
93 ≤	A	<	97
90 ≤	A-	<	93
87 ≤	B+	<	90
83 ≤	B	<	87
80 ≤	B-	<	83
77 ≤	C+	<	80
73 ≤	C	<	77
70 ≤	C-	<	73
67 ≤	D+	<	70
63 ≤	D	<	67
60 ≤	D-	<	63
0 ≤	F	<	60

The weekly assessments will be averaged to determine the final participation grade.

- A+ Student's participation is outstanding in both quality and quantity. Student demonstrates a full mastery of the course material.
- A Student is well prepared, attentive, always responds when called upon and volunteers often with pertinent answers or questions. Student demonstrates a strong facility with the course material and complex structures, but makes minor mistakes.
- B Student is usually prepared, responds when called on and volunteers on occasion. Student demonstrates a basic familiarity with assigned material, but falters with complex structures.
- C Student shows evidence of being unprepared on occasion, has trouble when called on and does not volunteer often. Student demonstrates some familiarity with assigned material, but occasionally falters on basic structures.
- D Student is unprepared, inattentive, never volunteers, or comes to class late. Student demonstrates occasional familiarity with assigned material, but regularly falters on basic structures.
- F Student exhibits a lack of concern for the class, sleeps in class, or disturbs the class. Student fails to show familiarity with assigned material.

Assignments

There are diversified activities for the online class engagement: 1) Moodle Forum Participation & Response, 2) Class participation, 3) Final Presentation, 4) Final Research Paper.

1. Moodle Forum Participation & Response (100 points)

One of my primary goals is to create a sense of community online. This requires that we engage in forum discussions on each module. We will cover TWO modules a week to achieve course goals. Within each module, you are responsible for publishing **at least one** question and responding to **at least one** question.

Your participation in posting and reading items on the discussion board will be graded throughout the term and assessment will be based on the quality of postings (insights, critical analysis, presenting new information— *See the Rubric under our Rubric section in Moodle for guidance!*)

Note that quality is more important than quantity (when it comes to number of words and number of posts), but there is a delicate balance to this. To achieve the highest rating on forum discussions, **“Excellent” participation is defined as presenting *new ideas in your own posts as well as constructive and insightful responses to others.*** You will need to pay careful attention to **deadlines** to make sure you complete activities and post your comments to the forum in a timely manner.

2. Class Participation (200 points)

Your class participation grade will depend on the quality of contributions to class discussions. Here is a guideline for how to prepare:

- Be well prepared for class (also, see the section on course policies and expectations)
- Raise your hand and/or make a thoughtful comment on the topic discussed
- Ask insightful questions or answer another student’s question
- Redirect a discussion when the current point has been adequately covered
- Share with the rest of the class your relevant work or life experience that illustrates a point discussed
- Draw generalized learning points based on class discussion
- Importantly, focus on the quality of your class participation:
 - Are your comments helping the progression of discussion or enhancing the insights obtained?
 - Do your comments show evidence of thoughtful analysis of the case and readings?
 - Are your arguments well substantiated and persuasive?
 - Do your comments show evidence of integration of the material covered in class or assigned in the readings?

Note that the full range of participation points will be used to assign a final participation grade. In other words, the participation grade may be critical in differentiating A, B and C final grades. At the end of the course, participation grades will be based on instructor’s assessments.

3. Final Presentation (300 points)

Presentation:

- Create a clear and engaging presentation to summarize your digital marketing campaign.
- Present the brand, your campaign objectives, target audience, and AI tools used in the campaign.
- Highlight your content analysis findings, campaign design, and how AI played a role in personalization and automation.
- Discuss how the campaign will be evaluated, and outline key insights gained from the

performance evaluation.

Q&A Session:

- Prepare to answer questions about your campaign strategy, how AI was integrated, and how research and content analysis informed the final design and evaluation of the campaign.

Each presentation will last 10 minutes followed by a 5-min discussion and questions/comments from the class. Slides should be submitted before the beginning of class via email (ycheng20@ncsu.edu).

Be creative and you can find ways to try to engage the class and help us remember the important concepts. For example, show us a video clip, a cartoon, a photo, or a Web site and ask the class to analyze it. Each presentation will last 10 minutes followed by a 5-min discussion and questions/comments from the class. Slides should be submitted before the beginning of class via email (ycheng20@ncsu.edu). Also, hard copies (4-6 slides per page) should be turned in class.

See details from the assignment guideline posted on MOODLE.

4. Final Research Paper (400 points)

Students will research, write, and present study. You could discuss and finalize a case topic first during your group discussions. It is a team collaboration work. See details from the assignment guideline posted on MOODLE.

Weekly Schedule

Module	Reading	Activities	Due Date
Module 1: Introduction to Communication Research	Syllabus Posted on Moodle	-Online Lecture -Discussion forum -Class Introduction	<i>Feb 3, 8:00 pm</i>
Module 2: Introduction to Campaign Planning	Posted on Moodle	-Online Lecture -Discussion Forum	<i>Feb 5, 8:00 pm</i>
Module 3: Marketing Campaign and Research	Posted on Moodle	-Online Lecture -Discussion Forum	<i>Feb 11, 8:00 pm</i>
Module 4: Content Analysis with AI solution (1)	Posted on Moodle	-Online Lecture -Discussion Forum	<i>Feb 12, 8:00 pm</i>
Module 5: Content Analysis with AI solution (2)	Posted on Moodle	-Online Lecture -Discussion Forum -Review the final assignment	<i>Feb 17, 8:00 pm</i>
Module 6: Measurement and Campaign Evaluation	Posted on Moodle	-Online Lecture -Discussion Forum	<i>Feb 19 8:00pm</i>
Module 7: AI for Digital Marketing Campaign	Posted on Moodle	-Online Lecture -Discussion Forum - Finalizing Research Topics and Methods	<i>Feb 24 8:00pm</i>

Module	Reading	Activities	Due Date
Module 8: Final Presentation time	Posted on Moodle	-Final presentation	<i>Feb 26 8:00pm</i>
Module 9: Final Project	Posted on Moodle	-Final research paper	<i>Mar 3 8:00pm</i>

Academic Integrity

Statement on academic integrity

I am committed to upholding the University policy on academic integrity, as described in the Code of Student Conduct – POL 11.35.01. This Code can be found at <http://policies.ncsu.edu/policy/pol-1135-01>. I expect students enrolled in this course also to abide by University policy concerning academic integrity. In placing your name on any paper (homework, test, final exam) to be graded, you affirm that you have neither given nor received unauthorized aid on the work submitted. Should this not be the case, the work will not be accepted and a grade of zero will be recorded. If you are caught cheating on a test or exam, the minimum penalty will be a grade of F on the exam and the maximum will be a grade of F in the course and other actions taken by student conduct.

Statement for students with disabilities

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 919-515-7653. For more information on NC State's policy on working with students with disabilities, please see the Academic Accommodations for Students with Disabilities Regulation (REG02.20.01) <http://policies.ncsu.edu/regulation/reg-02-20-01>.

Statement on extra expenses

Beyond the purchase of the textbook, there are no significant extra expenses.

Statement on electronic course components

Students may be required to disclose personally identifiable information to other students in the course, via electronic tools like email or web-postings, where relevant to the course. Examples include online discussions of class topics and posting of student coursework. All students are expected to respect the privacy of each other by not sharing or using such information outside the course.

Statement on transportation

Not applicable

Class evaluations

Class evaluations will be available for students to complete online. An Email reminder will be sent by NCSU as the time approaches. All evaluations are confidential: instructors will not know how any one student responded to any given question, and students will not be able to access the ratings for any instructor. More information can be found at <http://oirp.ncsu.edu/eval/clev/students-info>.

Attendance

Like professional practitioners who show up regularly for work, you are expected to attend class regularly. Anyone missing more than **THREE** classes during the semester will have **32 extra points** (one-third grade) subtracted from his or her final class grade for each additional class missed, in addition to points missed because of assignments or exams not completed. Students should "reserve" the allowed absences for colds, transportation problems, funerals, family emergencies, etc.

Absence Policy

Per University regulations, excused absences must fall into one of two categories: sanctioned anticipated situations and documented emergency situations. Anticipated situations (e.g., participation in official University functions, court attendance, religious observances, or military duty) *must be submitted in writing at the beginning of the semester or one week prior to the anticipated absence*. Emergency absences (e.g., student illness, injury or death of immediate family member, *must be documented by the Student Organization Resource Center 515-3323*) within one week following the emergency. Make-up work will be allowed only in situations where absences were excused. Please consult the following website for further information on University attendance regulations: <http://policies.ncsu.edu/regulation/reg-02-20-03>

Incomplete and Late Assignments

There will be **no Make-Up** for any missed assignment or exam. If you miss an assignment or exam your point for the missed assignment/exam will be zero (0). Assignments/Exams received later will not be accepted unless in accordance with the excused absence policy and must be discussed in advance of the due date. Papers and projects turned in early because of anticipated absences will be accepted. Points earned for incomplete assignments will be reduced in proportion to the degree to which the assignment was completed.

Incomplete Grade Policy

Students will not be given a temporary grade of IN (incomplete) unless they have attended classes regularly for most of the semester, have completed at least 60% of required work, have missed required work as a result of factors beyond their control, and have submitted satisfactory documentary evidence. An IN grade not removed by the end of the next semester in which the student is enrolled or by the end of twelve months, whichever is earlier, will automatically become an F (unless the student can present a compelling, well-documented case for the extension). For the NC State policy on grading and IN grades, see <http://policies.ncsu.edu/regulation/reg-02-50-03>

Policies, Regulations, and Rules

N.C. State Policies, Regulations, and Rules (PRR): "Students are responsible for reviewing the NC State University PRR's which pertains to their course rights and responsibilities:

- Equal Opportunity and Non-Discrimination Policy Statement <https://policies.ncsu.edu/policy/pol-04-25-05> with additional references at <https://oied.ncsu.edu/equity/policies/>
- Code of Student Conduct <https://policies.ncsu.edu/policy/pol-11-35-01>
- Grades and Grade Point Average <https://policies.ncsu.edu/regulation/reg-02-50-03>
- Credit-Only Courses <https://policies.ncsu.edu/regulation/reg-02-20-15>
- Audits <https://policies.ncsu.edu/regulation/reg-02-20-04>"

Non-Discrimination Policy

NC State University provides equality of opportunity in education and employment for all students and employees. Accordingly, NC State affirms its commitment to maintain a work environment for all employees and an academic environment for all students that is free from all forms of discrimination. Discrimination based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation is a violation of state and federal law

and/or NC State University policy and will not be tolerated. Harassment of any person (either in the form of quid pro quo or creation of a hostile environment) based on race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation also is a violation of state and federal law and/or NC State University policy and will not be tolerated. Retaliation against any person who complains about discrimination is also prohibited. NC State's policies and regulations covering discrimination, harassment, and retaliation may be accessed at <http://policies.ncsu.edu/policy/pol-04-25-05> or <http://oied.ncsu.edu/oied/>. Any person who feels that he or she has been the subject of prohibited discrimination, harassment, or retaliation should contact the Office for Institutional Equity & Diversity at 919-515-3148.

Supporting Fellow Students in Distress

As members of the NC State Wolfpack community, we each share a personal responsibility to express concern for one another and to ensure that this classroom and the campus as a whole remains a safe environment for learning. Occasionally, you may come across a fellow classmate whose personal behavior concerns or worries you. When this is the case, I would encourage you to report this behavior to the NC State Students of Concern website: <http://studentsofconcern.ncsu.edu/>. Although you can report anonymously, it is preferred that you share your contact information so they can follow-up with you personally.

Other information relevant to the course

Your instructor may post contact information, lecture notes, FAQs, or other study aids on MOODLE as the course progresses. You will be notified of these either in the lectures or by email. Remember, if you need to email me for a personal matter, you must use include **"Research training program"** in the email subject line; otherwise, your email will directly go to my spam-mail folder.