

357029: Digital Content Monetization: Distribution, Marketing and Developing Audiences

MGMT-838.3

Spring 2018 Section 1 04/03/2018 to 06/12/2018 Modified 03/28/2018

Meeting Times

Tuesdays, 6:30pm - 9:30pm

First class: 4/3/2018

Final class: 6/12/2018

Location:

Gayley Center

1125 Gayley Ave

Los Angeles, CA 90024

Description

In this course we'll explore new models of marketing, distribution and monetizing digital content to ensure it is seen and provides a return on investment. By analyzing entertainment success stories in new media content production, digital brand marketing, social media marketing and crowdfunding, students learn methods and business models to know, find and build audiences around digital content. We'll also explore VR content and unlock the distribution and monetization opportunities for this new storytelling tool. Students will walk away with knowledge of various digital distribution strategies, digital marketing strategies and innovative ways to produce and monetize content in this digital age.

Objectives

In this course, students will learn:

- How to build 21st century cross-platform audience development strategies, including audience profiling, marketing + distribution
- What makes content that resonates with audiences
- Basic social media savvy - what platforms are best for different audience development strategies
- Additional varied strategies for monetization – including crowdfunding, consumer products and others.
- The value of AR, VR + emerging immersive experiences in the audience development eco-system.
- Applying audience development skills to an ever changing digital marketplace where platforms and technology constantly change

Outcomes

After students take this course, they will be able to create basic cross-platform monetization strategies for building audiences around brands, story ideas + personal projects - using today's technology + platforms as well as looking forward towards tomorrow's innovation.

- Create basic audience development / cross-platform strategies for brands + personal projects
- Recognize and assess value for various cross-platform distribution options, including various social media platforms
- Determine value of other monetization options in cross-platform audience development strategies, such as crowdfunding + consumer products
- Assess the value - and monetization - of AR, VR + other immersive experiences in cross-platform strategies

Materials

Required Material

Convergence Culture: Where Old and New Media Collide by Henry Jenkins

Additional Resources

The below texts are not required, but may be of interest:

Art of Immersion: How the Digital Generation Is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories by Frank Rose

Spreadable Media by Henry Jenkins, Sam Ford and Joshua Green

Narrative Across Media by Marie-Laure Ryan

Evaluation

This is a pass or fail class. This means a 75% or higher is a pass and a 74% or lower is a fail.

Students are expected to submit their assignments via Canvas. If Canvas is down, students can email assignments to the instructor. Assignments are due anytime before 11:59 pm on the day they are due, or earlier. Without pre-approval from the instructor, late assignments will receive a 10% penalty (i.e. if the assignment is graded as 80%, if it is late it will be graded as 70%).

All assignments will be graded based on the provided rubric. If a student believes a grade is unfair, it is s/he's responsibility to bring it up and reason out with the instructor within 3 days of receiving the grade. If the student still does not agree with the instructor's assessment, s/he is welcome to dispute it with the administration.

To learn more about UCLA Extension grading, visit this page on the UCLA Extension website: <https://www.uclaextension.edu/pages/str/Grading.aspx> (<https://www.uclaextension.edu/pages/str/Grading.aspx>).

To further clarify student expectations, it may also be helpful for you to familiarize yourself with [UCLA Extension's Student Conduct](#) page.

Criteria

Type	Weight	Topic	Notes
Quizzes	20%		There will be several short quizzes throughout the term. Quizzes will make up 30% of your grade.
Assignments	40%		You will receive an assignment each week and this will make up 30% of your grade.

Type	Weight	Topic	Notes
Final Project	40%		Throughout the course, you will be working towards your final project which will be a cross-platform strategy. This final project will be 40% of your grade.

Breakdown

A+	100 %	to 97.0%
A	< 97.0 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
D+	< 70.0 %	to 67.0%
D	< 67.0 %	to 64.0%
D-	< 64.0 %	to 61.0%
F	< 61.0 %	to 60.0%

* Course Policies

This will be a collaborative class and your attendance and participation will be key to learning - for both you and your fellow students. For this reason, you are allowed to miss up to two classes before it impacts your grade. Life happens, and that is understandable. Please communicate with me as soon as possible to discuss any issues around attendance or circumstances influencing completion of your assignments.

Academic Honesty Policy

Academic dishonesty covers behavior in cheating, plagiarism, and fabrication of information. These behaviors are not tolerated. Students are encouraged to familiarize themselves with the UCLA Extension Student Conduct Code and the official statements regarding cheating and plagiarism at: <https://www.uclaextension.edu/pages/str/studentConduct.jsp>

Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at:

<https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and

support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Service for Students with Disabilities Office at (310) 825-7851 or by email at access@uclaextension.edu. For complete information see:

<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>
(<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see:

<https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

Additional Items

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? <https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas> (<https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>)
 - Which browsers does Canvas support? <https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support> (<https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support>)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due

dates, and course guidelines.

- Students are encouraged to keep and/or download a local copy of their assignment files, as access to the online environment of a specific course is limited to 30 days after the final course date, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA Extension Learning Support Team.

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on **Help** (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support

The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

Campus Safety Escorts

For students taking classes held on the UCLA campus and in and around Westwood Village, the UCLA Police Department provides a free walking escort service every day of the year from dusk until 1 a.m. Community Service Officers (CSOs) are available to walk students, faculty, staff members and visitors to and from anywhere on campus, in Westwood Village, and in the village apartments. CSOs are uniformed students who have received special training and are employed by the UCLA Police Department. To obtain an escort, please call (310) 794-9255 and allow 15 to 20 minutes for your escort to arrive. For complete information, see: <https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts> (<https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts>)

Schedule

Below find the course schedule for the term. Note: This schedule is subject to change. Changes, if necessary, will be posted in the Announcements section of Canvas.

When	Module Title	Notes
Week #1 - 4/3/18	Introductions + Course Overview	Week #1 Goals: <ul style="list-style-type: none">• Introduce ourselves• Overview of course content + expectations• Discuss final projects + course workshops• Twilight Case Study
Week #2 - 4/10/18	Audience Development + Monetization	Week #2 Goals: <ul style="list-style-type: none">• Introduction to Audience Development + Monetization• Discussion on media convergence, participatory culture• Discussion on strategic goals + identifying your audience• Brainstorm final project ideas

When	Module Title	Notes
Week #3 - 4/17/18	Audience Listening + Profiling	Week #3 Goals: <ul style="list-style-type: none"> • Group Workshop: Quantitative data, Qualitative data, Social Listening + Creating an Audience Profile • Guest Speaker: Flourish Klink
Week #4 - 4/24/18	Platforms: Part 1- Story + Distribution	Week #4 Goals: <ul style="list-style-type: none"> • Review Audience Profiling Assignment • Discuss storytelling + various distribution platforms • Group Distribution Plan Work
Week #5 - 5/1/18	Platforms: Part 2 - Marketing + Social Media	Week #5 Goals: <ul style="list-style-type: none"> • Review Audience Profile Assignment • Discuss social media platforms and their advantages + disadvantages • Discuss the creation of a marketing + communications plan • Guest Speaker: Jay Bushman
Week #6 - 5/8/18	Content Creation	Week #6 Goals: <ul style="list-style-type: none"> • Discuss what makes content resonate with audiences? Go viral? Seen in the flood of content? - The psychology + power of added value content • Review Story Content vs. Marketing Content
Week #7 - 5/15/18	Crowdfunding + Financing	Week #7 Goals: <ul style="list-style-type: none"> • Review Marketing Plan Assignment • Overview of the advantages + disadvantages of crowdfunding • Review various forms of financing • Guest Speaker: Ivan Askwith
Week #8 - 5/22/18	Consumer Products, Community Experiences + Additional Story Experiences	Week #8 Goals: <ul style="list-style-type: none"> • Review Content + Communications Plan Assignment • Discuss consumer products, community experiences + additional story experiences
Week #9 - 5/29/18	VR + AR + Innovative Apps / Final Project Colleague Review	Week #9 Goals: <ul style="list-style-type: none"> • Assess the value of AR and VR as storytelling and/or marketing tools • Advantages + disadvantages of apps in audience development • Discuss innovation and a constantly changing marketplace and how to use tools learned in this course to the yet to be imagined innovation + platforms
Week #10 - 6/5/18	Catch Up + Final Project Workshop	Week #10 Goals: <ul style="list-style-type: none"> • Review any additional topics + questions • Take final projects and workshop them with your peers - to get them even stronger.

When	Module Title	Notes
Week #11 - 6/12/18	Final Projects Presented + Due	Week #11 Goals: <ul style="list-style-type: none"><li data-bbox="703 222 1328 254">• Share projects with the class + special guests, get + give feedback Assignments: Final Projects Due Sunday, 6/10 Final Project Presentation Due Tuesday, 6/12