

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Semester Spring 2019

Jan 16, 2019 to April 24, 2019

Digital Advertising & Action PMGT 6468.10

Course Number [including section]

Credits 3.0

Class Day/Time W 7:10pm – 9:40pm

Location: Fonger Hall, 208

BASIC INFORMATION AND RESOURCES

Instructor

Ryan Meerstein, Managing Partner, Targeted Victory

Zachary Moffatt, CEO, Targeted Victory

Contact Information

Phone Number: 412 302 2325

Email Address: rmeerstein@targetedvictory.com

Communication

Students may contact the professor by email whenever they wish or by phone during business hours.

The professor is also available for appointments before or after class. Expect a response to an email or voicemail within one business day or less.

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or helpdesk.gwu.edu.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including

misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information." Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://studentconduct.gwu.edu/code-academic-integrity>.

Support for Students with Disabilities

GW's Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at <https://disabilitysupport.gwu.edu/>.

In the Event of an Emergency or Crisis during Class

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave here, we will meet at **[fill in proximate location]** in order to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University's operating status: <http://www.campusadvisories.gwu.edu/>.

Attendance Policy

In person attendance is required for each class – should an issue arise please inform the instructor with as much lead time as possible.

Out-of-Class/ Independent Learning Expectation

Over the course of the semester, students will spend at least 2 hours (100 minutes) per week in class. Required reading for the class meetings and written response papers or projects are expected to take up, on average, 7 hours (350 minutes) per week. Over the course of the semester, students will spend 25 hours in instructional time and 87.5 hours preparing for class.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any/all of the following:

Dr. Todd Belt
Director, Political Management Program
tbelt@gwu.edu | 202-994-6000

Dr. Jack Prostko
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu | 202-994-3592

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

THE COURSE

Political Management Program Objectives

A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:

1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

Graduate School Expectations

Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:

1. Utilize effective time management skills so as to complete and submit their assignments on their required due dates and times.
2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

GSPM prepares students for careers in the professional political world. In politics, words and deadlines matter. Excellent written communication skills are essential for success. Every word used, whether it is in a television or radio ad, direct mail piece, social media, or a press release, will be scrutinized. Similarly, deadlines are important. Election Day does not get postponed because a candidate and their campaign are not prepared. There are no “do-overs” because a direct mail piece did not arrive to its intended recipients until after the election was concluded. Students will be best positioned for success in the practical political world if they have developed and exercise excellent written communication and time management skills.

Course Description and Overview

How do you find the right people, educate them on your point of view, and effectively leverage their support? This course explores digital targeting, audience building, advertising and mobilization in detail. Students will be empowered by this course to run successful digital ad campaigns to educate and activate constituents while also getting exposure to the leading companies and practitioners in the world.

Classes will encourage active participation and will also leverage leading thought leaders from around the country, including experts from Facebook, Google, Twitter and more as well as digital practice leaders from both sides of the aisle and thought leaders from the teams of Hillary Clinton, Donald Trump and Democrat and Republican Leadership.

Course Learning Objectives

Students in this course will learn how to identify and target their most important digital audiences, reach them with a wide variety of ads, and call them to awareness and action. At the conclusion of the course, students will be ready to:

1. Manage an effective digital ad campaign from initial concept to creative, and from targeting to measuring results.
2. Prepare, design and launch a variety of digital ad types including search, social, display and video.
3. Manage a digital campaign that moves public targets through the continuum of engagement from paid contact through education and persuasion to meaningful action.
4. Have the necessary awareness to know if their campaign is succeeding or failing based on analytics and benchmarking.

Course Requirements

Laptops: Students in this course are required to have a laptop/ notebook computer and to bring it to class on specific dates that will be communicated by the professor. A laptop will not be necessary for the first class of the semester. Students will need to be able to create PDFs on their computer and to edit / save spreadsheets and PowerPoint slides.

Wi-Fi Access: Students will need to have access to the GW Wi-Fi

Evaluation and Grading

Throughout the class, students will earn up to 110 points, equating to the following letter grade: A (94-110), A- (93-90), B+ (87-89), b (83-86), B- (80-82), C+ (77-79), C (73-76), C- (70-72), F (below 70)

<i>45 points</i>	Three Group Projects
<i>15 Points</i>	Attendance, class participation, contribution to discussions and “show & tells”
<i>10 Points</i>	Participation and results of in-class exercises and simulations, grades on quizzes which will not be announced until the beginning of class as which they will be administered
<i>30 Points</i>	Final project, which will comprehensively cover all course knowledge (done individually)
<i>7 Points</i>	Bonus Points to any student who gets certified in Google AdWords during the time of the course
<i>3 Points</i>	Bonus Points which a student may receive for doing exceptional campaign projects that win the in-class peer review

Following is the grade scale for all GSPM classes:

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B 83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a “B” is viewed as unacceptable.
B- 80-82	You’ve completed the assignment, but you are not meeting all of the requirements.
C+ 77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C 73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C- 70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F Below 70	Unacceptable performance, or inability to submit the assignment.

*Please note that you may be penalized for late submission of assignment(s).

Required Text and Learning Materials

Materials will be provided in class each week along with research reading assignments

Tentative Course Calendar*

*The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

Class Date – Week 1 – January 16th, 2019

Topic and Content Covered: Course overview, introductions and discussion

Learning Objective(s) Addressed: Digital advertising overview and high-level strategy

Assignment Due Today: None

Assignment(s) Due Next Week: : Read and be prepared to discuss Zero Moment of Truth:

<https://www.thinkwithgoogle.com/collections/zero-moment-truth.html>

https://ssl.gstatic.com/think/docs/2011-winning-zmot-ebook_research-studies.pdf

Class Date – Week 2 – January 23rd, 2019

Topic and Content Covered: Search Marketing Strategy

Learning Objective(s) Addressed: Search Marketing Simulation

Reading Due Today: Zero Moment of Truth

Assignment(s) Due Next week: Student Project: Search Assignment

Class Date – Week 3 – January 30th, 2019

Topic and Content Covered: Social Advertising: Twitter

Learning Objective(s) Addressed: Leveraging Twitter to tell a story as well as promote and bracket a Message.

Assignment(s) Due Today: Student Project: Search Assignment

Assignment(s) Due Next week: Develop a Twitter campaign

Class Date – Week 4 – February 6th, 2019

Topic and Content Covered: Social Advertising: Facebook

Learning Objective(s) Addressed: Targeting and Campaign Creation. Reach and Frequency understanding

Assignment(s) Due Today: Develop a Twitter campaign

Assignment(s) Due Next week: Build a Facebook ad campaign

Class Date – Week 5 – February 13th, 2019

Topic and Content Covered: Digital Advertising: Youtube

Learning Objective(s) Addressed: Understanding Youtube from both a paid and organic perspective

Assignment(s) Due Today: Build a Facebook ad campaign

Assignment(s) Due Next week: Develop a social ad campaign plan/Youtube research

Class Date – Week 6 – February 20th, 2019

Topic and Content Covered: Native advertising and DC Publishers

Learning Objective(s) Addressed: How Politico, Axios, WashPo, etc sell into digital campaigns

Assignment(s) Due Today: Develop a social ad campaign plan/Youtube research

Assignment(s) Due Next week: Develop a Native ad campaign

Class Date – Week 7 – February 27th, 2019

Topic and Content Covered: Landing Pages + Optimization, Email Marketing, SMS

Learning Objective(s) Addressed: How to develop landing pages and optimize them. How to write engaging email copy. The emergence of text messaging.

Assignment(s) Due Today: Develop a Native ad campaign

Assignment(s) Due Next week: Draft Email Solicitations for a Public Affairs Campaign

Class Date – Week 8 – March 6th, 2019

Topic and Content Covered: Power of Audio in a Video World

Learning Objective(s) Addressed: How audio has evolved and is leveraged by organizations

Assignment(s) Due Today: Draft Email Solicitations for a Public Affairs Campaign

Assignment(s) Due Next week: Develop audio campaign concepts

*****SPRING BREAK – March 13th, 2019*****

Class Date – Week 9 – March 20th, 2019

Topic and Content Covered: Direct Response Approaches to Congress

Learning Objective(s) Addressed: Identifying what tools are available and how to leverage them to impact Congress.

Assignment(s) Due Today: Develop audio campaign concepts

Assignment(s) Due Next week: Write a Direct Response campaign plan

Class Date – Week 10 – March 27th, 2019

Topic and Content Covered: Awareness vs Engagement

Learning Objective(s) Addressed: Understanding the difference between awareness and engagement marketing and how to implement into a campaign plan

Assignment(s) Due Today: Write a Direct Response campaign for Congress plan

Assignment(s) Due Next week: Group project 1 – Awareness vs. Engagement and making hard decisions

Class Date – Week 11 – April 3rd, 2019

Class Lab: Writing a comprehensive media plan: Budgeting vs. Narrative

Learning Objective(s) Addressed: How to write a comprehensive media budget and differentiate that from how to sell it

Assignment(s) Due Today: Group project 1 – Awareness vs. Engagement and making hard decisions

Assignment(s) Due Next week: Group media budgets

Class Date – Week 12 – April 10th, 2019

Topic and Content Covered: Know your audience and your objective

Learning Objective(s) Addressed: Who, What, When, Where and Why of Targeting

Assignment(s) Due Today: Group media budgets

Assignment(s) Due Next week: Group narratives

Class Date – Week 13 – April 17th, 2019

Topic and Content Covered: Industry leaders: What the best think about and how they create a campaign.

Learning Objective(s) Addressed: Group discussion with bipartisan thought leaders from across the country.

Assignment(s) Due Today: Group narratives

Class Date – Week 14 – April 24th, 2019

FINAL Examination: A comprehensive review of all course knowledge

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.