Social Media: Changing Advertising Education

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Abstract
Creating an academic assignment that closely parallels an advertising agency’s real world business experience is a challenge, but social media has destroyed many of the barriers that historically limited media options and completion of advertising plans. Because digital media is cost effective and easily used, commercials, videos, podcasts, and multimedia messaging can be filmed, edited, and broadcast, within the time frame of an advertising course. This article presents an applied advertising project that incorporates YouTube, Flickr, MySpace, Facebook, Twitter, LinkedIn, Ning, Tagged, Google +, and other online social networking sites as the foundation for an integrated marketing communication strategy. Infusing social media into communication preferences expands the options students have at their disposal to visually display their ingenuity. Engaging students through media they identify with and comprehend augments learning while their familiarity and expertise with social media increases the likelihood of producing a germane product. This project is an experiential learning process where the real world business client benefits from the creative deliverables produced by motivated, technology savvy undergraduates.

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Social media is more widespread now than it has ever been and it just makes sense the corporations are getting interested and more involved. Businesses see this as a way to keep better tabs on their target market, engage with potential customers, and more. You can learn about all of the ways that social media is changing the game when it comes to advertising.

Increased Access To Customer Service. Social media has made the customer service experience more convenient than it has ever been. Customers don’t even have to directly contact custo Various social changes are brought about or helped by advertising. Adult education, family planning and pulse polio campaign are the examples of few successful social advertising campaign. It makes role models who can create societal change. Advertising are efficient source of information for product quality, new material or merchandise, new technology and cost. It reduces distribution costs, encourage competition and increases product quality through brand identity.

Social Media Impact and Implications on Society. By Nick Pernisco, SIMLE Editor. premiere issue of the Student Journal for Media Literacy Education. If you have any comments, questions, or suggestions, please send them to sjmle@understandmedia.com. 1. Student journal of media literacy education 2010. Student Journal of Media Literacy Education. 2010, Issue 1, Volume 1. Table of Contents. Social Media Changing How We Receive News and Other Information. By Kari P. and Marcos A. How Much Information Should Advertisers Know About Users?