

# Asian Social Media & Advertising

*A 1<sup>st</sup> Semester “Foundational Course” Syllabus  
for the SISU Communication & Advertising Master’s Degree*

*A course co-taught by the Faculty team of  
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## **Brief Course Introduction**

**(Concise 100-word summary** included in the *SISU Communication and Advertising Curriculum Brochure*):

This course provides a broad survey of Asian New Media Ads and Digital Marketing especially in China and Japan. Since Chinese growing economy and large population are well-weighted factors to global online future. It is hopeful for global students noted principle information of what is happening on New Media Ads in Asia. Lectures and discussions help graduates not only to develop their appreciation of the basic elements of Chinese Moving Ads, but also to investigate the formation of individual behavior of digital economy, rethink contemporary understandings of “O2O lifestyle,” and utilize participants’ study abroad experience to consider local, national, and global perspectives on Chinese advertising market.

## **Detailed Course Description**

The world’s largest new-media market is vastly different from its counterpart in the West engaging the young people value and living style through the mobile internet. This course will show you an amazing mechanism of the new media enforced industries and daily lives.

No Facebook. No Twitter. No YouTube. But their Chinese equivalents are expanding and listing themselves on Nasdaq stock market and making hits. There is another digital world existing for every Chinese consumer to explore the digital connection and commercial. Understanding that space is vitally important for anyone trying to engage Chinese consumers: Social media is a larger phenomenon in the world’s second-biggest economy than it is in other countries, including the United States. And it’s not indecipherable. Chinese consumers follow the new media with advertising to involve their life, also the dominant agency is shifting from 4As to digital marketing and internet companies.

We will survey the scene, profiles the consumers, contents and platforms and crafts the advertising industry which is totally reconstructed from the mass communication controlling. Moreover, let the case-studies showing the desire of 700Million net

users to achieve a kind-of digital lifestyle including the interaction of making content authentic and user oriented, adopting a test-and-learn approach and supporting overarching brand goals with sustained online media efforts. At last, marketing is reforming to data driven business model of intelligence for rebuilding many industries in China by communication and marketing merged. Therefore, the course do help to understanding new media advertising and digital marketing in China. Please enjoy.

### **Course requirements:**

1) **Attendance and Participation (15%).**

Each Faculty member assesses a participation score of 10%.

2) **Presentations (25%)**

Each student is required to select one topic of interest (related to the readings in this syllabus) and prepare a PowerPoint presentation (minimum 10 ppt slides). Instructor will allow those that want to make voluntary presentations a maximum of 15 minutes each during the class periods of his segment, and/or the ppt can be sent in for his evaluation (see evaluation guidelines below).

3) **Final paper and presentation (60%)**

One paper for leading Faculty following the instruction and assignment (50%)

[See specific assignment descriptions and requirements below at the end of this document]

### **Schedule, Course Topics, and Main Reading Assignments:**

- Get the panoramic view of Chinese New media advertising and digital marketing
- Learn the practical thought required to keep pace on dynamic and thought-provoking new media communications involving marketing.
- Develop skills in analysis digital consumer requirement including information, persuasion and brand cultivation.
- Understand O2O applications with a wide range of advertising, leaving you with a fast moving insight as well as contact-points of brand.

### **Introduction: Chinese New Media Advertising and Digital Evolution**

**SEGMENT 1: Japanese online media, social media and advertising**

**SEGMENT 2: Modern China Modern Social Medias: New business, new advertising**

***SEGMENT 3: The rebirth of Advertising and Mediated Business models in Asia***

**\*ADDITIONAL TOPICS:** if needed for future sessions or to satisfy student's special interests:

**Considerable Chinese advertising Speed and the reason of internet prosperity**

**Safety the Asian Social Media and Advertising Evolution**

**FIELD TRIP: “China digital advertising in house workshop”**

Students will be invited to the Top digital agency in China for an introduction to the advertising practices and maintenances provided by a new emerged industry there, and particularly be invited as “guest interactor” in an inter-brand communication workshop (most likely to the interactive online consumer behavior interview of the “Intercultural Social media Communication Competence”).

**WRITTEN ASSIGNMENTS** (listed by Due dates. Explained with detailed requirements)

**(1) The “New Media Channeled market and advertising solutions” contrastive assignment.** (Due Dec 12, 2016)

The goal of the final assignment is for you to engage in a deep diving in research of Chinese Social lifestyle with the industrial evolution and advertising recognition. In other words, think of our course module as having provided you several tools and think methods to understand a fast racing of this digital market. Now apply these tools to grappling with your selected articles. It is valuable for student to discover the grappling process with one’s own work.

**REQUIREMENTS:** 10 pages (No title page). Times New Roman 12 pt font. Double space.  
Please send to: \*\*\*\*@shisu.edu.cn