

Marketing and Communications: *Caption This!*

Contact Information

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Class Meeting Information

Every Saturday at 2pm
Goto Meeting Code:

Introduction and Background

What does marketing look like right now and how is it evolving? For many of us, our common practice on social media amounts to nothing more than shameless selfies and innocuous life updates. But It's no secret that Instagram (more than the others) is the prime tool for advertisers, and all of our social media statuses are in many ways a feature of marketing. This context is the biggest shift in marketing in the past decade, or at least since the development of the printing press. So now that we have these tools how can we advance our skillset and conceptual understanding of advertising to promote an idea, a product or even ourselves? Marketing in this era requires a complex vision equipped with fully developed aesthetics, voice and call to actions.

Course Description

In this course we will develop our passions into a situated mode of seeing and then express these observations/opinions/business ideas into a completed aesthetic vision and marketing campaign via social media. This course is to reconsider social media's position in our culture and re-interpret it as a tool. The way we use this tool, and our opinions about social media is what is up for discussion and we will continue to re-work our assumptions and uses of social media in the duration of this course.

In the end students will develop opinions, critical analysis and a deeper perspective of business and communications within their specific subculture and/or point of departure. Students will leave with a completed web presence dictated by their passions and opinions. This web presence can be used for college applications for all majors. This class is highly malleable, it can be extended and shaped depending on student's abilities.

Objectives and Grading

- Develop a complete marketing campaign in pairs of 2
- In the beginning of the course students will pair up and decide what their project will be. This can be a continuation of Packs for our future, or it can be their own Instagram page.

- Students employ creative thinking, and the end result must be an innovative approach / conceptual understanding of the internet and any site therein
- Students will measure their web presence using analytics
- The end product will amount to an increased online presence and a great narrative to use in college applications
- We will have 4 critiques in the duration of the course

About the Teacher

Zai Rutter is an honors graduate from the Rhode Island School of Design majoring in Photography. He is a recipient of the TC Colley award for Excellence and has developed major marketing plans for many start-ups. His photography journalism has highlighted exemplary narratives, and his images were presented to the United Nations in 2018.

Expectations

- Students are required to communicate with their partner outside of class. Each student must share a calendar delineating times to communicate, and each is responsible for showing up
- Students must develop an end product
- If students wish to publish "square" posts on their insta (meaning a block picture created from 3-9 posts) this will not diminish the amount of work they need to put in compared to the rest of their peers.
- Students must respect each other
- The web presence must be appropriate and non-offensive

Course Outline

Class 1: Introductions

Date: Saturday at 2pm 29th of Feb

Class will begin with introductions. Students will become acquainted with the workings of this course, the workload, and will be asked to share their interests and initial ideas. We will pair up into groups, develop schedules and go over the various web platforms used in the course. We will learn about the value of critiques.

If time allows we will cover material in Class 3

Topical Questions: What is marketing and business? Where do these ideas come from? What is passion!?

Homework: Create a mood board

Class 2: Meme Culture

Date: Saturday at 2pm. 7th of March

In this class we will address how culture develops and morphs into subcultures. We may begin a brief discussion of theory surrounding the development of culture in the US.

Topical Questions: What are some subcultures you are a part of? How are aesthetics born from subcultures, how do they resonate with people? How do businesses use them?

Homework: Provide a briefing on a subculture that interests them, and which subcultures their business/ Instagram will be responding to. Include a brief history and the workings of its humor. Come up with 5 different insta-handles and business names. Bring in 5 different web presences that influence them. Combine your mood board and understanding of the subculture and create a document with your ideas for a web presence.

Class 3: Down to Business

Date: Saturday at 2pm (no meeting)

Students will begin working on the website Packs for Our Future. They will learn about customer engagement and call to actions, and what makes a great website.

Homework: Develop the website Packs for our Future. Continue mood board. Send to Professor your ideas for a web presence.

Class 4:

Date: Saturday at 2pm (no meeting)

For this class, your teacher will review all of your assignments, ideas, initial Instagram handles and provide a written critique. This will evaluate the student's responses to past critiques and offer valuable insight to the direction of the student's web presence. This is a time where the student's individual ideas will be met, and the students will work with the professor to tweak some assignments to better fit their idea and passions.

Homework: Create insta and post 7x

Class 5:

Date: Saturday at 2pm (no meeting)

For this class, your teacher will review all of your assignments, ideas and initial Instagram and provide a written critique. Students will develop their web presence.

Homework: 7 insta posts

Class 6: Critique! Critique!

Date: Saturday at 2pm. 4th of April

Students will receive feedback from peers on their Instagram, which should be formally set up with a minimum of 14 posts.

Homework: Develop other platforms like a website or youtube channel. Build your base. Comment on different posts, develop your voice. At this point students may follow different routes depending on their passions. 2-5 posts

Class 7: Final Match

Date: Saturday at 2pm 11th of April

Introduce final project. Students will learn how to use analytics and they will learn how to make a business plan, a pitch and any other business documents you will need to launch your idea.

Homework: final project proposal, 5 posts, develop analytics

Class 8: All Together Now

Date: Saturday at 2pm. 18th of April

Students will receive feedback from peers on their proposal's this is the last chance to get feedback before the final crit.

Homework: Final Project

Class 9: One on One

Date: Saturday at 2pm. 25th of April

Students now have access to all the information taught in the course. This is a good time to go over any new skills, have one on one meetings, explore how the final can be used in college apps or to launch a start up. This can be used for grant writing ect.

Homework: Final Project

Class 10: Party

Date: Saturday at 2pm. 2nd of May

Students will share their final, business plan, all media created in class. They receive critiques and talk about the future of their web presence.