

Mobile Media (MRTS 4428 & MRTS 5428) Syllabus

Instructor: Dr. Xiaoqun Zhang

Office Hours: Thursday 2:00 pm-5:00 pm
In person or via Zoom

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Class Times: Thursday 9:30 am – 12:30 pm

Office: RTFP 233

Class Location: RTFP 264

Introduction

Mobile Media have been diffused rapidly in recent years and affected our lives profoundly in various aspects. At the same time, industries related to mobile media have expanded with an increasing rate. This course intends to provide you the relevant theories and updated information about mobile media. We will discuss the four topics under the umbrella of mobile media: mobile media diffusion, mobile media economy, mobile media marketing, and mobile app development.

Course Objectives

- Discuss the basic concepts and theories related to mobile media diffusion, mobile media economy, and mobile media marketing.
- Analyze the development of mobile media in the U.S. as well as in other countries.
- Apply the relevant theories to analyze the phenomena and trends in mobile media economy.
- Apply mobile marketing principles to design a mobile marketing campaign plan.
- Build the skills of mobile web design and mobile app design.

Textbook:

- Bruck, P.A. & Rao, M. (2013). *Global mobile: applications and innovations for the worldwide mobile ecosystem*. Medford, New Jersey: Information Today, Inc.
- Ghose, A. (2018). *Tap: Unlocking the Mobile Economy*. Cambridge, MA: MIT Press
- Dushinski, K. (2012). *The mobile marketing handbook: A step-by-step guide to creating dynamic mobile marketing campaigns* (2nd edition). Medford, New Jersey: CyberAge Books
- Shareef, M.A., Dwivedi, Y.K., & Kumar, V. (2017). *Mobile Marketing Channel: Online Consumer Behavior*. New York: Springer.
- Huddleston, R. (2017). *Beginning Adobe experience design: Quickly design and prototype websites and mobile apps*. Rocklin, CA: Apress.
- The electronic copies of these books and other materials are posted on the Canvas.

Course requirements

- You are encouraged to participate in the class activities. There are various kinds of participations including asking questions, responding to questions asked by instructors as well as class members, and making comments.
- All the writing assignments are required to be turned in on time. These assignments should be typed and **double-spaced in 12 points standard font**. Accurate **APA documentary style** is required.

Class Rules and Guidelines

- Regular on-time attendance is required. **Late for the class and early leaving will render the deduction of attendance points.** Please contact me by email if you have reasonable reasons, such as illness, prior to the class. Otherwise, your absence will be taken as the unexcused one. Your unexcused absence will render the deduction of points. **Students with more than THREE unexcused absences will NOT get “A” for this course.** Please notify me before the second week of the class if you will not attend the classes due to the religious holidays/holy days.
- You are expected to respect your peers and the instructor. Mutual respect should be practiced.
- **Late work can only get half of the corresponding points.** I know people give many reasons for late work (e.g., system crash, illness, etc.). You need to plan and schedule to complete work early.

Academic integrity and special needs

- University of North Texas is a community that considers academic integrity essential to its sustenance. It is important to acknowledge and comply with the university academic integrity policy. Any violation of this policy will be punished. The punishment will be a failure for the course, or expulsion from the university. More information about the academic integrity can be obtained from <http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16>.
- The University of North Texas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens. Students with disabilities should contact the Office of Disability Accommodation (ODA) at 1167 Union Circle Sage Hall Suite 167 (phone: 940-565-4323) to verify your eligibilities. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations are at <http://www.unt.edu/oda/apply/index.html>. Please meet me early in the semester if you have special needs to be accommodated.

Assignment descriptions

- **Classroom Participation.** You are required to read the designated course reading materials carefully. You are required to ask questions that you obtained from the reading, or answer the questions raised by your instructor or classmates.
- **Leading Discussion.** You have the freedom to choose the topic for this assignment. The topic could be related to the major content of this class such as *mobile media development, mobile media adoption and diffusion, mobile economy, mobile marketing, and mobile app and website development*. It could also be the topic in other areas that beyond the scope of this class although it should be related to mobile media. Example topics are posted on the Canvas.

The leading team discussion consists of two parts: You should first present the relevant information on your topic. The presentation will last approximately **TEN** minutes. After the presentation, you should engage your peers in discussion of the topic you present. You should prepare several questions to be discussed. The discussion will take approximately another **FIVE** minutes. The evaluation form of this assignment will be posted on the Canvas.

- **Mobile Media Diffusion Case Study.** You will conduct a case study on the mobile media diffusion of a country. You can do an independent study or collaborate with another class member. Your case study should apply the theories of diffusion of innovations and may discuss/address at least three of the following questions:
 1. What are the penetration levels of mobile media (mobile phone/smartphone, tablet) of this country? What are the diffusion patterns of mobile media over time?
 2. What are the characters of the social structure of this country, and how this social structure influences its mobile media diffusion?
 3. *How people use mobile media, and what are the impacts of mobile media on people's lives and their societies?*
 4. What are the major mobile media companies (including device manufactures, wireless service providers, app developers, etc.)? How does mobile media industry contribute to the national economy of this country?
 5. What are the regulations the government of this country has on mobile media industry?

At least **FIVE** sources (including scholarly sources and other sources) are needed and in-text citations of all sources are required with APA documentary style. This report should be approximate **FIVE** pages (double spaces) for an independent study, or **EIGHT** pages (double spaces) for a collaborative study, **EXCLUDING** references.

- **SMS Commercials Analysis.** You need to select **FIVE** SMS commercials and analyze these commercials using the framework of the “Factors of agreement between customers and intended meaning of SMS commercial” in Shareef, Dwivedi, & Kumar (2017) Chapter 3 (pp. 61-64). The examples of SMS commercials can be found in the website: <https://smsarchives.com/messages/>. You may select the commercials from your own smartphones or other sources.

In this paper, you should have a copy of each commercial and analyze the following aspects of each commercial:

1. What is the support argument of the commercial?
2. What could be the customers' counterargument?
3. What is the provider's reputation, and how it would affect customers' perceptions of the commercial?
4. To what extent would the customers react negatively towards the commercial?
5. To what extent does the commercial personalize the information?
6. Does this commercial provide the possibility of two-way interaction?
7. Overall evaluation of the commercial and possible improvement suggestions.

There is no length requirement for this paper. The grade depends on the quality of the analyses and evaluations of all **FIVE** commercials. If you collaborate with another classmate, the analysis should be conducted on **TEN** commercials.

- **Mobile App Design.** You are required to use Adobe DC to design and prototype a mobile app, which would be used for your mobile marketing campaign plan. The detailed information about this assignment will be provided separately.
- **Mobile Website Development.** You are required to use Wordpress to develop a mobile website. This website could be used for your mobile marketing campaign plan. You may also use it for other purposes, such as your personal website. The detailed information about this assignment will be provided separately.
- **Final presentation.** You will present your mobile app design and website development at the end of the semester. Your creative work will be evaluated by your peers.
- **Peer review.** The class will be divided into multiple groups to conduct peer review for mobile website development. The members in the group will evaluation the creative work of other people in the same group. The instructor will provide evaluation form as well as the group members on the Canvas.

Evaluation

Assessment weighting

Attendance	100
Classroom participation	100
Leading Discussion	100
Mobile Media Diffusion Case Study	150
SMS Commercials Analysis	150
Mobile Website Development	150
Mobile App Design	150
Final Presentation	50
Peer evaluation	50
Total	1000

Final grading scale: A=900-1000; B=800-899; C=700-799; D=600-699; F=below 600

Course Schedule:(Subject to change)

Week 1	Introduction and overview
08/26/21	Introduction and syllabus
Week 2	Diffusion of mobile media
09/02/21	Bruck & Rao (2013). Introduction Bruck & Rao (2013). Chapter 1 Mobile and Megatrends. Ghose (2018) Chapter 1: Mobile phones: A truly transformative technology.
Week 3	Diffusion of mobile media
09/09/21	Rogers. (2003). Diffusion of Innovations. Chapter 1: Elements of diffusion Rogers. (2003). Chapter 6: Attributes of Innovations and Their Rate of Adoption.
Week 4	Diffusion of mobile media
09/16/21	Ghose (2018) Chapter 2: What the smartphone has changed. Zhang, Upchurch, & Love. (2020). Mobile media. Zhang. (2018). Frugal Innovation and the digital divide: Developing an extended model of diffusion of innovations.
Week 5	Mobile marketing
09/23/21	Shareef, Dwivedi & Kumar (2017) Mobile Marketing Channel. Chapter 1. Mobile Media Diffusion Case Study due 11:59 P.M on 09/24/21. Submitted through Turn-it-in assignment in the Canvas
Week 6	Mobile marketing
9/30/21	Shareef, Dwivedi & Kumar (2017). Mobile Marketing Channel. Chapter 2.
Week 7	Mobile marketing
10/07/21	Shareef, Dwivedi & Kumar (2017). Mobile Marketing Channel. Chapter 3.
Week 8	Mobile marketing
10/14/21	Shareef, Dwivedi & Kumar (2017). Mobile Marketing Channel. Chapter 4.

Week 9	Mobile website development
10/21/21	Wordpress Tutorial Points Part 1-4 SMS Commercials Analysis due 11:59 P.M on 10/22/21. Submitted through Turn-it-in assignment in the Canvas
Week 10	Mobile website development
10/28/21	Wordpress Tutorial Points Part 5-7
Week 11	Mobile website development
11/04/21	Wordpress Tutorial Points Part 8-10
Week 12	Mobile app design
11/11/21	Huddleston, R. (2017). Chapter 1: Overview of the Web and Mobile Design Process. Huddleston, R. (2017). Chapter 2: Introduction to Adobe Experience Design Huddleston, R. (2017). Chapter 3: Using XD's Drawing Tools Website Development due 11:59 P.M on 11/12/21. Submitted web link to the Discussion Board in the Canvas
Week 13	Mobile app design
11/18/21	Huddleston, R. (2017). Chapter 4: Working with Text. Huddleston, R. (2017). Chapter 5: Working with Images Huddleston, R. (2017). Chapter 6: Creating New Pages with Artboards Peer evaluation of website development due 11:59 P.M on 11/19/21. Submitted through the Canvas
Week 14	Thanks Giving Break
11/25/21	Thanks Giving Break, No Class.
Week 15	Final presentation
12/02/21	Mobile website and app design presentation Mobile App Design due 11:59 P.M on 12/03/21. Submitted through the Canvas

Addendum

Graduate students are required to conduct an additional research project on the topic of the updated mobile technology—5G, which is under the rapid development and will be widely diffused across the world.

You need to search the relevant materials either from academic or nonacademic sources with the help of the instructor if necessary. Then, you should identify a topic or an issue related to 5G, which may be one or more of the follows:

1. How 5G is different from the previous mobile technologies, and what are the critical technologies in this new generation of mobile communication?
2. How would 5G transform the mobile media industry landscape?
3. Who are the critical developers/manufactures of 5G, and what would be their markets?
4. What impacts of 5G on the global economy and US economy?
5. What policies and regulations the US government (or other government) make for 5G?

At least **TEN** sources (five of them should be scholarly sources) are needed and in-text citations of all sources are required with APA documentary style. This report should be approximate **FIVE** pages (double spaces) **EXCLUDING** references.

Scholarly sources include journal articles, books/book chapters, research reports of scholars or research organizations, databases/statistics used for research, etc. Non-scholarly sources might be any other sources including newspapers, websites, blogs, social media posts, etc.

This paper counts for 100 points. The total score for graduate students is 1100. The final grading scale is: A=990-1100; B=880-989; C=770-879; D=660-769; F=below 660

Recommended readings:

1. Yu, Lee, & Jeon. (2017). What is 5G? Emerging 5G mobile services and network requirements. *Sustainability*, 9, 1-22.
2. Frias & Martinez. (2018). 5G networks: Will technology and policy collide? *Telecommunications Policy*, 42, 612-621.
3. Lemstra. (2018). Leadership with 5G in Europe: Two contrasting images of the future, with policy and regulatory implications. *Telecommunications Policy*, 42, 587-611.
4. Alen-Savikko. (2019). Network neutrality in the era of 5G – a matter of faith, hope, and design? *Information & Communication Technology Law*, 28(2), 115-130.
5. Maeng, Kim, & Shin. (2020). Demand forecasting for the 5G service market considering consumer preference and purchase delay behavior. *Telecommunications Policy*, 47.