

Seattle University: Albers School of Business and Economics  
SOCIAL MEDIA MARKETING MKTG-3630-01 | Spring 2019  
Tuesdays/Thursdays 3:45pm-5:50pm Pigott 101  
REVISED/Updated 5/10/19 3:31:33 PM

There may be syllabus changes based on speaker availability or new content that is relevant to the course.

You will be immediately notified of any changes via Canvas and Outlook email.

Joe Barnes, Lecturer

Office Hours: Office: Pigott Lobby (Tuesdays and Thursdays 7am-3pm when not in class), Other Times by Appointment

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## COURSE DESCRIPTION

This course will develop the students' ability to effectively and successfully create and implement a social media marketing strategy, develop relevant and interesting content, and evaluate as well as measure its success. Intensive skill building will be placed on creating, applying, and integrating the appropriate social media tool that will enable marketers to build high-value relationships with their constituencies. The course will focus on key elements such as determining and matching social media tactics with the appropriate target market and developing strategies to engage those markets using relevant social media channels.

## COURSE OVERVIEW

The course will include instructor lectures, guest speakers, class discussions, case analyses, videos, exercises and team projects. You can best broaden your knowledge by actively participating with questions, ideas, interpretations, and comments. You can expect many assignments and class exercises in this course. During this course, you will be submitting papers and working collaboratively.

In this course, we will focus on content marketing to build relationships. Content marketing is a technique to create and distribute relevant content of value to attract and engage customers.

You will also create a social media marketing plan and presentation for a real business.

## LEARNING OUTCOMES

- Understand the role of social, digital, mobile media marketing in the context of integrated marketing.
- Understand the use of social/digital tools to capture, engage, and convert people into customers.
- Effectively analyze a given company's marketing situation and objectives and effectively evaluate the role of social media in the company's marketing strategy.
- Create a social media marketing plan to engage the business or organization's target market, given their social media behaviors.
- Build collaboration skills through participation in activities that prepare them for the real world social media environment.
- Understand the importance of trust and transparency in social media marketing.
- Learn about FTC disclosure guidelines for social/digital media and how to create a social media ethics policy.
- Learn how to evaluate the effectiveness of a social/digital media marketing plan.
- Demonstrate a basic understanding of the use of social media in marketing research

## WEEKLY ASSIGNMENTS

Each week teams of students will present as a group:

1. What's new in social, digital, mobile media. A 2-minute presentation on PowerPoint and/or video showing the class a new technique in social/digital/mobile marketing.
2. An update (3 minutes) on their assigned project business in alignment with the professor's assignment.

## SOCIAL MEDIA MARKETING PROJECT

In the first class you will be assigned to a team and assigned a business. During the course you will be developing a strategic social media marketing plan for this business.

Your written plan needs to include:

- Title Page
- Table of Contents
- Business Introduction
- Business Marketing and Positioning Goals
- Social Media Marketing Objectives: Specific, measurable, achievable, relevant and time-bound.
- Target Audience with explanation as to why
- Channels and Tactics - Which platforms and why?
- Content Strategy including content calendar.
- Budget and Resources (Must be realistic for this business)
- Metrics: Measuring Success. How will you measure success, when, and why?
- Executive Summary
- References

Your presentation needs to include:

- Business Introduction
- Business Marketing and Positioning Goals
- Social Media Marketing Objectives: Specific, measurable, achievable, relevant and time-bound.
- Target Audience with explanation as to why
- Channels and Tactics - Which platforms and why?
- Content Strategy including content calendar.
- Budget and Resources (Must be realistic for this business)
- Metrics: Measuring Success. How will you measure success, when, and why?
- References

Your final presentation is expected to go approximately 10-minutes, final times will be given near the end of the term.

Your final plan will be a written social media marketing plan and a class PowerPoint or Keynote presentation.

## PLEASE READ DAILY

Social Media Examiner: <http://www.socialmediaexaminer.com>

MediaPost.com <http://www.socialmediaexaminer.com>

## REQUIRED

***Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution***, Second Edition, by Keith A. Quesenberry. ISBN-13: 978-1538101353. Available at amazon.com <https://amzn.to/2E9U5VN>

You will also be reading my book on **Social Media Ethics**, which is available at no cost via digital access at the Seattle University library. Sign into the SU Library, then use this URL:

[https://primo.seattleu.edu/primo-explore/fulldisplay?docid=CP71275538820001451&context=L&vid=SUP5&search\\_scope=seau\\_rec\\_1&tab=default\\_tab&lang=en\\_US](https://primo.seattleu.edu/primo-explore/fulldisplay?docid=CP71275538820001451&context=L&vid=SUP5&search_scope=seau_rec_1&tab=default_tab&lang=en_US)

or <http://businessexpertpress.com/books/social-media-ethics-made-easy-how-comply-ftc-guidelines>

## GRADING

There are 1,000 possible points. The grades are comprised of the following:

### What's New:

Team presentations of what's new in social media marketing.

Each team will have one opportunity to research and present a topic that is new in social, digital, mobile marketing, and has specific lessons to learn.

The expectation is high. You are expected to find a new strategy, tactic, trend, or development in social media, digital, mobile marketing that we can all learn from.

Please share in PDF, PowerPoint, and/or video. Five (5) minutes Max. Show what you uncovered. Then analyze. **Then explain the lessons to be learned; the takeaways**

TOTAL POSSIBLE: 100 Points

Each team member must actively contribute. Team members not actively contributing will not receive points.

### Business Project Updates:

Presenting updates as assigned on your social media marketing plan.

Midway through the course, each team will do a presentation in class. This will be a presentation of your plan to date.

The expectation is high.

You can upload as a PDF, PowerPoint, or Apple Keynote.

Each team will have 7-minutes.

If you use video it must be embedded and counts against your 7-minutes.

Each team member must actively contribute. Team members not actively contributing will not receive points.

TOTAL POSSIBLE: 100 Points

### Social Media Marketing Plan (Team Written Plan):

Each team member must actively contribute. Team members not actively contributing will not receive points.

TOTAL POSSIBLE: 250 points

### Social Media Marketing Plan PRESENTATION IN CLASS (Team):

Each team member must actively contribute and present. Team members not actively contributing will not receive points.

TOTAL POSSIBLE: 250 points

### Midterm (Online)

Based on assigned readings, class presentations, and class discussions.

TOTAL POSSIBLE: 100 Points

### Final Exam (Online)

Based on assigned readings, class presentations, and class discussions.

TOTAL POSSIBLE: 100 Points

### Attendance/Class Participation

Attending class and actively participating. To be considered for points you must actively and visibly

participate on a consistent basis in class. If you do not do this on a consistent basis, it will affect your grade.

TOTAL POSSIBLE: 100 Points

## GRADING

95-100% =A

90-94.9%=A-

86.6-89.9%=B+

83.3-86.5%=B

80.0-83.2%= B-

76.6-79.9%=C+

## BUSINESS PROJECTS

You will be assigned to business project teams. Each team will be assigned a business project. The project will be updated on a regular basis as outlined by your Professor and on Canvas, with final reports and presentations due near the end of the course. (See Canvas for specific dates).

## COURSE EXPECTATIONS AND RESPONSIBILITIES

Academic Honesty:

Academic integrity is expected in this class. Academic integrity means that you are expected to approach all assignments within the letter and the spirit of the class rules and the Seattle University Academic Integrity Policy.

These rules exist to maximize the learning experience for all students, preserve the integrity of the class, and to help you practice the high level of integrity expected from business professionals. If you have any doubt about whether anything related to this class meets the standards of integrity, you are expected to disclose the particulars of the situation fully to me.

Academic dishonesty, as defined by university policy, will not be tolerated in any form. If you observe instances of dishonesty, please report them to me immediately. University procedures will be used to investigate reported instances of dishonesty. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at: <http://www.seattleu.edu/regis/Policies/> If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

## UNIVERSITY RESOURCES AND POLICIES

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)  
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Angel and SU Online)

Academic Policies on Registrar website (<https://www.seattleu.edu/registrar/academics/performance/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

Notice for students concerning Disabilities:

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations

through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

## TITLE IX

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct. Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student. For more information, please visit <https://www.seattleu.edu/equity/> (Links to an external site.)Links to an external site.. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: [oiie@seattleu.edu](mailto:oiie@seattleu.edu); phone: 206.296.2824)

## CLASS SCHEDULE

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*Content may change based on availability of expert guest speakers.*

DATE	PLANNED FOR IN-CLASS	TENTATIVE ASSIGNMENTS <i>Assignments Below Are Not All of the Assignments.</i>
Tuesday April 2	Digital Leadership The Social Media Marketing Environment. Syllabus and project review Introduction to the course, requirements, expectations. Team and business project assignments Explaining: "What's New" and "Team Updates" Assignments before next class	Read chapters 1, 2 in "Social Media Strategy."
Thursday April 4	Defining the Social/Digital Landscape Impact of changing demographics including eSports, Amazon Go, and Live Streaming Social Media Glossary Assignments before next class	Read chapters 3, 4 in "Social Media Strategy."
Tuesday April 9	Channels: Understanding the Major Platforms Finding the Right Platforms for Your Business Assignments before next class	Read chapters 5, 6 in "Social Media Strategy."
Thursday April 11	<b>Andrea Nordstrom</b> <b>What's New in Social Media &amp; Lessons to Learn: Team 1</b> Assignments before next class	Read chapters 7, 8 in "Social Media Strategy."
Tuesday April 16	Elements of a Social Media Marketing Plan Using the Creative Brief Assignments before next class	Read chapters 9, 10 in "Social Media Strategy."
Thursday April 18	<b>What's New in Social Media &amp; Lessons to Learn: Team 2</b>	Read chapters 11, 12 in "Social Media Strategy."

	Understanding Social Media Marketing from the Consumer's Point of View Chatbots Micro-Moments Importance of "Intersecting" Consumers with Relevant Information Instead of "Interrupting Assignments before next class	
Tuesday April 23	Building Strong "Relationships" and Community, Listening, Engagement Assignments before next class	
Thursday April 25	<b>All Teams: Project Updates</b> Mobile Marketing Strategies Assignments before next class	
<b>Date TBD</b>	<b>Online Midterm</b>	
Tuesday April 30	Using Social Media to Enhance a Brand Content Development and Social Media Engagement Social/Digital Storytelling Assignments before next class	Read chapters 13, 14 in "Social Media Strategy."
Thursday May 2	<b>What's New in Social Media &amp; Lessons to Learn: Team 3</b> Social Media Metrics and ROI: Assignments before next class	
Tuesday May 7	Internet of Things   Enchanted Objects Assignments before next class	
Thursday May 9	<b>What's New in Social Media &amp; Lessons to Learn: Team 4</b> Augmented Reality and eCommerce New Delivery Methods Drones, RFID's, Geo-Fencing, iBeacons, and More! Opportunities with Virtual Reality, Augmented Reality, Mixed Reality, and 360° Video Outdoor Assignments before next class	Read chapter 15 in "Social Media Strategy."
	<b>ETHICS WEEK May 13-17, 2019</b>	
Tuesday May 14	Social Media Ethics FTC Disclosure Requirements How to Create a Social Media Ethics Policy Assignments before next class	
Thursday May 16	<b>What's New in Social Media &amp; Lessons to Learn: Team 5</b> Data Brokers and Privacy GDPR Assignments before next class	
Tuesday May 21	TBD Assignments before next class	
Thursday May 23	<b>What's New in Social Media &amp; Lessons to Learn: Team 6</b> TBD	

	Assignments before next class	
Tuesday May 28	TBD Assignments before next class	
Thursday May 30	Team presentations	
Tuesday June 4	Team presentations	
Thursday June 6	Team presentations	
Final Exam Week June 11-15	TBD: Final Exam Class Date: June 11 4pm-5:50pm May use for presentations.	