

Seattle University: Albers School of Business and Economics
SOCIAL MEDIA MARKETING MKTG-3630-01 | Winter 2019
Mondays 6-9pm Pigott 202

REVISED/Updated 1/10/19 11:46:52 AM/1/10/19 11:46:52 AM

*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/Instructor

Office Hours: Office: Pigott Lobby (Mondays 2-6pm), Other Times by Appointment

Phone: Cell: 425-894-4399

Email: barnesjw@seattleu.edu

Twitter @joebarnes

www.linkedin.com/in/joebarnesseattle

COURSE DESCRIPTION

Social and digital marketing have disrupted marketing, creating new consumer behavior patterns and new challenges for businesses and organizations. In many cases, the changes have shifted control of brands from businesses to consumers.

This course will develop the students' ability to effectively create and implement a social media marketing strategy, evaluate, and measure its success. Intensive skill building will be placed on creating, applying, and integrating the appropriate social media tools that will enable marketers to build high-value relationships with their constituencies.

The course will focus on key elements such as understanding the social/digital customer journey, how to create content that is relevant and interesting instead of being seen as an "interruption" by customers/followers, and how to create community in a dynamic world dominated by mobile and "micro-moments" 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. An update (3 minutes) on their assigned project business in alignment with the professor's assignment.
2. Periodically, as assigned, teams will present "What's New in social, digital, mobile media." A 5-minute presentation on PowerPoint or PDF presentation slides and/or video showing the class a new technique in social/digital/mobile marketing and explaining what can be learned from the case example.

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 with team member names
- 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
- Executive Summary
- References

Your presentation needs to include:

- Business Name w/team member names
- 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
- References

Your final presentation is expected to go approximately 10-15-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/Keynote/or PDF 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

GRADING

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

Business Project Updates:

Presenting updates as assigned on your social media marketing plan. 10-Minutes Max.

Please share in PDF or PowerPoint.

Each team member must actively contribute.

Team members not actively contributing will not receive points.

TOTAL POSSIBLE: 250 Total Points Possible. There will be 7 presentations. 0-36 Points Per Presentation.

What's New:

Dates/Teams will be assigned during the course.

There will be one presentation by each team during the course.

Team presentation of what's new in social media marketing. 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. Show what you uncovered. Then analyze. **Then explain the lessons to be learned; the takeaways**

Each team member must actively contribute.

Team members not actively contributing will not receive points.

TOTAL POSSIBLE: 150 Points

Social Media Marketing Plan (Team Written Plan):

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

(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.

(250 points)

Attendance/Class Participation: (100 points)

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.

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. 28 people in class. There will be 4 on a team and we will have 7 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: oie@seattleu.edu; phone: 206.296.2824)

HELPFUL RESOURCES

[MOZ The Beginners’ Guide to Social Media](#)

<https://www.mediapost.com> Social Media Daily

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

Facebook for Business: <https://www.facebook.com/business/>

How to Use Instagram for Business: <https://business.instagram.com>

HubSpot resources <https://blog.hubspot.com/marketing/social-media-marketing-resources#sm.000003nphe74pqcnlww4ztqyejgap>

Hootsuite training <https://education.hootsuite.com/collections/courses>

Google: Digital Marketing Training <https://www.google.com/onlinechallenge/dmc/>

<http://www.edelmandigital.com> Edelman Digital

<http://www.google.com/think/> Google Think Insights

<http://www.trendhunter.com> Trends Trends and More Trends

<http://www.jwtintelligence.com> JWT Intelligence

<http://www.coolhunting.com> Trends Trends and More Trends

<http://mashable.com> Mashable

<http://www.digitaltrends.com> Digital Trends

<http://www.gartner.com/marketing/digital/research/free-research/> Gartner Digital Research

eMarketer, SU Library Online

Also see modules on Canvas below the syllabus and above class I module.

MKTG-5345-01 Social Media Marketing. CLASS SCHEDULE MONDAYS 6-9pm PIGT 202

REVISED/Updated 1/10/19 11:46:52 AM/1/10/19 11:46:52 AM

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.

DATE	TOPICS TO BE COVERED	CLASS PREP
Mon Jan 7	Syllabus and project review Introduction to the course, requirements, expectations. Team and business project assignments Explaining: "Team Updates" Defining the Social/Digital Landscape The Social Media Marketing Environment. Social Media Glossary Introduction to Blogging	Before class 1, read part one of book: "The Scale and Scope of Social Media." Pp7-49
Mon Jan 14	All Teams: Project Updates Selected Team: What's New Channels: Understanding the Major Platforms Finding the Right Platforms for Your Business Elements of a Social Media Marketing Plan	Before class, read part 2 of book: "A Strategic Framework That Works."Pp53-104. Plus added prep as assigned.
Mon Jan 21	No Class – MLK Observance	
Mon Jan 28	All Teams: Project Updates Selected Team: What's New Guest Speakers: David Carpenter and Andi Nordstrom Elements of a Social Media Marketing Plan Using the Creative Brief Setting Objectives Building Strong Relationships and Community Listening Engagement Using Social Media to Enhance a Brand Content Development and Social Media Engagement Social/Digital The Power of Storytelling	Before class, read part 3 of book: "Choose Social Options for Target, Message, and Idea." Pp111-153. Plus added prep as assigned.
Mon Feb 4	All Teams: Project Updates Selected Team: What's New Guest Speaker: Sean O'Driscoll Understanding Social Media Marketing From the Consumer's Point of View Micro-Moments Importance of "Intersecting" Consumers with Relevant Information Instead of "Interrupting	Before class, read the rest of part 3 of book: "Choose Social Options for Target, Message, and Idea." Pp159-202 Plus added prep as assigned.
Mon Feb 11	All Teams: Project Updates Selected Team: What's New Mobile Marketing Mobile Privacy Growth of Video Metrics: Measuring Success	Add mobile readings Plus added prep as assigned.

Mon Feb 18	No Class – President’s Day	
Mon Feb 25	<p>All Teams: Project Updates Selected Team: What’s New Internet of Things Enchanted Objects New Delivery Methods Impact on Consumer Behavior and Opportunities for Marketers Future Marketing: Virtual Reality, Augmented Reality, Mixed Reality</p>	<p>Before class, read part 4 of book: “integrating Social Media Across Organizations.” Pp211-255. Add other readings</p>
Mon March 4	<p>All Teams: Project Updates Selected Team: What’s New Internet of Things Enchanted Objects Opportunities with Virtual Reality, Augmented Reality, Mixed Reality, and 360° Video eCommerce New Delivery Methods Drones, RFID’s, Geo-Fencing, iBeacons, and More!</p>	<p>Before class, read part 5 of book: “Putting It All Together.” Pp261-319. Add other readings</p>
Mon March 11	<p>All Teams: Project Updates Selected Team: What’s New Joe Barnes book Social Media Ethics How to Create a Social Media Ethics Policy Data Brokers and Privacy</p>	<p>Add other readings</p>
Mon March 18	Final Presentations	
March 19-23	Final Exam Week	
March 23-31	Spring Break	