

Seattle University: Albers School of Business and Economics
SOCIAL MEDIA MARKETING MKTG-3630-01 | Winter 2020
Tuesdays/Thursdays 10:15am-12:20pm Room 305

REVISED/Updated 1/14/20 4:15:56 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, Senior Instructor

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

ASSIGNMENTS

During the course you will have many assignments consisting of the following. You are expected to do the readings, come prepared to class with notes about the readings, and actively participate in class discussions.

- Readings
- Midterm
- Final
- Case Study Analysis and Discussion
- Updates on Your Assigned Project Business: On assigned dates you and your team will present a 3-minute update on your assigned project business in alignment with the content as outlined in the assignment. (See assignments on Canvas)
- Class Presentation on “What’s New” by Your Team: What’s new in social, digital, mobile media. A 5-minute presentation on PowerPoint, Apple Keynote, and/or video showing the class a new technique in social/digital/mobile marketing. (See assignments on Canvas)

Case Studies:

- During the course teams will be given case studies to discuss in class. You and your team will be expected to actively participate in the critical thinking about the case, developing what you and your team believes is the best and most thoughtful response, and reporting your recommendations in class to your peers.

HOW YOU WILL BE EVALUATED

Students in this course will be evaluated using several methods, including:

1. **Class Participation:** Demonstrating you are prepared for class, have completed all reading assignments, and actively join in class discussions on a consistent basis with meaningful content that helps advance the class discussion.
2. **Active and Effective Participation With their Teams** on in-class team assignments, and all other team assignments. This includes, but isn’t limited to: Excellent and proactive communication with team members about team assignments, attending meetings and/or team phone calls, submitting work that is expected on time. In essence: Meeting and exceeding expectations of other team members.
3. **Team Assignments:** There will be a team social media marketing plan and presentation due at the end of the course. During the course there will be dates in which you and your team will provide specific updates about your project. The same expectations as outlined in #2 above will be expected.
4. **Midterm and Final Exam:** There will be an online midterm and final exam to assess your comprehension of the learning outcomes.

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

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 full 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 full 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+

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: oi@seattleu.edu; phone: 206.296.2824)

CLASS SCHEDULE

Updated 1/14/20 4:15:56 PM *Content may change based on availability of expert guest speakers.*

Add case studies....

DATE	TOPICS	ADDED REMINDERS
1/7 Tuesday (1)	Digital Leadership Syllabus and project review Introduction to the course, requirements, expectations. Team and business project assignments Explaining: “What’s New” and “Team Updates” Today’s Social/Digital Media Marketing Environment. Assignments before next class	Read chapters 1, 2 in “Social Media Strategy.”
1/9 Thursday (2)	Changes by Today’s Social/Digital Consumers Defining the Social/Digital Landscape Impact of changing demographics on marketing including eSports Impact of disrupters such as Amazon Go, and Live Streaming Social Media Glossary Native Advertising Assignments before next class	Read chapters 3, 4 in “Social Media Strategy.”
1/14 Tuesday (3)	Social/Digital Tools ●Hubspot ●Hubspot Academy ●Hootsuite and Hootsuite Social Media Training: One of the best social media tools that can help you manage all of your social media accounts from a single dashboard. ●Buffer: A social media marketing tool that can help you post your content easily on social networking platforms automatically. ●Sprout Social: Manage multiple social media profiles across multiple platforms. ●Socialbakers: Socialbakers uses artificial intelligence (AI) to understand audience behavior. ●Biteable: Application using templates and backgrounds to create marketing videos. ●Buzzsumo: A powerful online tool that allows any user to find out what content is popular by topic or on any website. https://www.mikegingerich.com/blog/buzzsumo-use/ ●Missingletr: “Missingletr is a relatively new tool that sets up a drip social marketing campaign for your blog posts. Instead of just sharing your latest blog post once, Missingletr will create a campaign to run for the whole year, dripping out content one message at a time.” https://bloggingwizard.com/missingletr-review/ What’s New: Team 1, and Team 2 Assignments before next class	Read chapters 5, 6 in “Social Media Strategy.”
1/16 Thursday (4)	Channels: Understanding the Major Platforms and Apps Finding the Right Platform/App for Your Business Topics Include: Facebook <u>WhatsApp</u>	Read chapters 7, 8 in “Social Media Strategy.”

	<p>Instagram Twitter LinkedIn Snapchat Pinterest YouTube TikTok Look at WeChat Assignments before next class</p>	
1/21 Tuesday (5)	<p>Developing a Facebook strategy: Taking one application such as Facebook and learning how to create meaningful content, how to target to very specific audiences, how and when to pay to boost content, and how/when to pay for ads. In essence: How to leverage Facebook. What's New: Team 4 Assignments before next class</p>	Read chapters 9, 10 in "Social Media Strategy."
1/23 Thursday (6)	<p>Elements of a Social Media Marketing Plan Using the Creative Brief Assignments before next class</p>	Read chapters 9, 10 in "Social Media Strategy."
1/28 Tuesday (7)	<p>Understanding Social Media Marketing from the Consumer's Point of View Chatbots (Leveraging chatbots, chatbot ethics issues) Micro-Moments Importance of "Intersecting" Consumers with Relevant Information Instead of "Interrupting—the Social/Digital Consumer Journey. Building Strong "Relationships" and Community, Listening, Engagement What's New: Team 4 Assignments before next class</p>	Read chapters 11, 12 in "Social Media Strategy."
1/30 Thursday (8)	<p>Guest: Sean O'Driscoll, Leadership in the Era of Digital Transformation Assignments before next class</p>	Read chapters 13, 14 in "Social Media Strategy."
2/4 Tuesday (9)	<p>Guest: David Carpenter, Latest Trends in Social and Digital Marketing Assignments before next class</p>	
2/6 Thursday (10)	<p>ALL TEAMS: Project Update to Date Assignments before next class</p>	
Exact Date(s) Times TBD	ONLINE MIDTERM	
2/11 Tuesday (11)	<p>Mobile Marketing Strategies What's New: Team 5 Assignments before next class</p>	
2/13 Thursday (12)	<p>Guest: Andrea Nordstrom, How to Leverage "Conversational Marketing." Assignments before next class</p>	
2/18 Tuesday (13)	<p>ROI: Measuring Success Presenting Your Findings What's New: Team 6 Assignments before next class</p>	
2/20 Thursday (14)	Internet of Things Enchanted Objects	

	Voice Assistants Assignments before next class	
2/25 Tuesday (15)	Augmented Reality and New Delivery Methods How these are changing access for consumers and marketers, and how marketers can leverage these opportunities. Topics include: LINKNYC, location-based marketing using iBeacons and RFIDs, streaming, 5G, Mobile, Mobile apps, Messaging Apps, and marketing in real time. What's New: Team 7 Assignments before next class	
2/27 Thursday (16)	Raffles, Contests, Drawings, and Staying Out of Jail Social Media Metrics and ROI: Assignments before next class	
3/3 Tuesday (17)	Social Media Ethics and Social/Digital Media Compliance Issues in a World of Fakes. Topics include: "Deep Fakes" Fake News Fake Corporate Social Media Posts FTC Disclosure Requirements How to Create a Social Media Ethics Policy What's New: Team 8 Assignments before next class	
3/5 Thursday (18)	Data Brokers and Privacy GDPR CCPA (The California Consumer Privacy Act) Assignments before next class	
Exact Date(s) Times TBD	ONLINE FINAL EXAM	
3/10 Tuesday (19)	FINAL PRESENTATIONS	
3/12 Thursday (20)	FINAL PRESENTATIONS	
March 17-20 Final Exam Week	FINAL PRESENTATIONS	