



Course Information

Social/Mobile Marketing & Analytics
MKTG 3230-002
TR 2:30-3:45, [Zoom Link](#)
Passcode posted on Canvas
[Canvas Course Site](#)

Instructor Information

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[Office hour's Zoom Link](#)
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Course Description and Objectives

New digital platforms are changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers. In addition, increase in the Mobile usage has opened numerous new communication channels available for marketers to connect with current and potential customers.

This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and mobile in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what is really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely

about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now. The emphasis of this course is instead on understanding consumers' social interactions, examining the various social media and mobile channels available to marketers, learning how to build social marketing and mobile strategies, and practicing how to track their effectiveness.

This course consists of three modules. The first module covers strategic dimension of social media marketing and discusses planning process of a social media plan. The second module includes many tactical dimensions of social media such as content marketing and social media advertising. The third module covers mobile marketing concepts and tactics.

Learning Outcomes

Social Media Module

- Understand social media and how this new type of media influences how business and marketing is done.
- Understand key principles of “connected consumers” from psychological and sociological perspectives.
- Develop skill in using the predominant social media tools for business/marketing communication.
- Discover innovative uses for social media in a variety of business areas and processes.
- Understand how to use various social media channels to publish and disseminate relevant branded content.
- Develop a strategic plan for identifying opportunities for using social media in a company.

Mobile Marketing Module

- Outline how mobile strategy shapes the marketing of products and services.

- Plan mobile advertising, mobile promotions, and location-based marketing.
- Evaluate techniques of mobile marketing using strategies such as: target marketing and tracking ROI of customers for business, governmental, and not-for-profits in the global marketplace.

Materials

We will be using a digital textbook, a simulation, external material, and case studies in this course. Instructions for obtaining digital copies of “Mimic Social Simulation” and “Social Media Marketing: Principles and Strategies” textbooks are posted on Canvas. External material will be provided by the instructor.

Evaluation Breakdown

Here is the breakdown of deliverables for this course:

Tasks	Dates	Percentage
Exam 1	23-Feb	10%
Exam 2	30-Mar	10%
Exam 3	27-Apr	10%
Weekly Assignments	Each week	15%
Quiz	Each Week (see timetable)	10%
Final Project	May 11	15%
Mimic Simulation	Each Week (See timetable)	20%
Presentation	29-Apr	10%

Exam

There will be **three** closed book/note exams in this course. The exams will be based upon material covered in class (e.g., lectures, weekly assignments, cases, videos, etc.). The exams will be a combination of multiple choice, True/False, and/or short answer questions. A study guide will be given for each exam. Exams are not cumulative. There will be an optional final exam, and you may wish to take this optional final exam to replace one of the three exams.

Exam Make-up Policy

As a general policy, there will be no make-up exams. Absence from an exam will only be approved for the following reasons:

- Participation in an authorized University activity
- Confinement due to illness, under a doctor’s care
- Death in the immediate family
- Participation in legal proceedings that requires your presence.

Each of the above situations requires a letter (e.g., from a university official, from a doctor, from a lawyer, or from a funeral director along with supporting evidence of immediate family relationship). I also require a phone number for verification. This policy will be strictly enforced - no exceptions. There would be no make-up exam and in the case of missing an exam, the students should opt-in for the final optional exam to replace the missed exam.

Weekly Assignment

Each week, the lecture will be provided through recorded videos and will be available at the beginning of the week. Once the students watched the videos, there will be an assignment that is directly related to the lecture material and each student should finish the assignment and submit **his/her own responses** to Canvas prior to the Thursday session. We will discuss the weekly lecture material and the assignment in the live session. The instructor will call on some students in the live session to discuss their responses. The student’s participation will be recorded for grading purposes. *Late submissions are not acceptable under any circumstances.* One lowest score will be dropped.

Quiz

There will be **twelve** weekly online quizzes during the course and each student should complete them after watching the lectures. The quizzes will be available at the beginning of the week, but students should take the quizzes after watching the video lectures. These quizzes are designed to provide an assessment of each week’s topics. Online quizzes will be given through the course Canvas site. Each quiz is due at noon (12:01PM) of the assigned date in the course timeline. One lowest quiz score will be dropped.

Simulation

An important part of this course is the simulation. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. There are **twelve** rounds to the simulation. It is likely that you will not do very well for the first round or two, but that is all right. Do not worry. This, combined with the lesson materials, will help prepare you for success in social media marketing. Each team should assign a team leader and I only consider performance of the leader's account for the team score. Simulations are evaluated based on the ranking of each team in the "conversion" metric in each round.

Final Project

The scope of the team project is to help a client (real or imaginary) develop a social media and mobile marketing strategy and tactics for their company/brand/product(s). The specifics will be discussed later in the semester. You should expect to do the following as part of this project:

- Performing an analysis or audit of the current marketing situation for your client, particularly with respect to their advertising and communications strategies, and focusing on any specific challenges or targets they have identified.
- Identifying the best opportunities for using social media and mobile as part of your client's marketing mix to help them achieve their overarching marketing and business goals.
- Developing clear marketing objectives for the social media and mobile marketing strategy based on the situation analysis and the identified social media marketing opportunities.
- Articulating a social media marketing strategy designed to achieve these objectives.
- Proposing suitable tactics based on the strategy.

Project Presentation

Your team will create and present your social media and mobile marketing plan to meet the above objectives. Each team should present their plan. All teams should have the presentation ready on **April 29** and upload it to Canvas. All team members should be present on the presentation day to get the presentation points.

Team Formation

The final project and simulation assignments and team efforts, hence the students shall form a team of five by **Tuesday January 26**. If there is no preference on team members, the instructor will assign the students to a team.

Peer Evaluation

To ensure all members of each team get their fair share of points in the team works, I am going to ask each team member to evaluate other members on a 0-100 scale, in terms of the effort they put in for the assignments. The individual average will be calculate based on the peer evaluations. The final grade of the group assignment for each student is calculated by this equation: [Team Grade – (Team Grade)×(100 – Individual Average)/100].

The peer evaluations are due on **May 4** on Canvas.

Class Participation and Attendance

Students should participate in class discussions actively, since learning experience will be enhanced by engaging in class discussions, and not by passively absorbing concepts. In most of the topics, there might not be a correct answer or solution, but being able to defend your point of view and to see how others analyze and address the issue is critical. You are expected to be present in class from the beginning of each session till its end. Two late arrivals to the class will be counted as one absence. In addition, being absent for more than three live sessions will result in significant reduction in your final grade by losing all points of the weekly assignments.

Grading Policy

Grades will be posted on Canvas **within two weeks** of a scheduled assignment or exam. It is your responsibility to check the grade to see if it is posted correctly. If you believe the posted grade is a mistake or object the grade, you must submit a request (email) asking me to check your grade within two weeks of when the assignment or exam was posted. As far as rounding is concerned, all grades will be rounded to first decimal place.

Guest Speaker

We will have guest speakers throughout the semester, and I might re-arrange discussion topics based on the scheduled talk. I will announce any potential changes in advance, but there will be no changes in the exams or quizzes.

Few Additional Points

- You are expected to be on time to class, as you would for a real-world business meeting. The live session will be open 15 minutes prior to the scheduled class, so make sure you join the session few minutes early.
- The cameras should be on for most of the class discussions. That is where we will go over and discuss weekly material. For the breakout rooms, the camera should also be on, so that teams communicate efficiently.
- Last minute computer malfunctions, printer problems, and email mishaps are no excuses for late material. Please be prepared and protect yourself by managing your time and constantly backing up your work in multiple places. Should you have a problem, **you must notify me immediately** and without hesitation. Specifically, if any issue comes up during taking a quiz or the live session, you should **immediately** let me know over email.
- You should check and follow class Canvas site regularly for updates and announcements. Some of the announcements are made in the class and will be followed up through email or Canvas announcement. If you missed a class, make sure to contact me regarding any missed information.
- The instructor has the right to modify class schedule and discussion topics based on the class progress.

Tests/Exams

- Exams will be administrated on Canvas and through LockDown Browser. More information will be provided later in the semester. The exams are scheduled during the class time and there would be a fifteen-minute grace period that you can start the test. After the grace period, students will not be able to take the test and have to opt-in for the final optional exam to replace the missed exam.
- During testing, all activities are monitored through Respondus Monitor, and the use of phones, calculators, mobile, or any electronic devices other than the test taking computer/laptop is prohibited.

Academic Integrity

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Course Timetable (subject to change)

Week	Date		Topic	Material	Mimic Social Round (Due Date) *	Quiz **
1	21-Jan	Live	Introduction to the course			
Social Media Marketing – Strategic Module						
2	26-Jan	Recorded	Social Media Revolution Connected Customers & Social Interactions		Ch. 1 & 2	1 (5%) (29-Jan)
	28-Jan	Live	Mimic Social Assignment Discussion			
3	2-Feb	Recorded	Strategic Use of Social Media Social Media Metrics		Ch. 4 & 5	2 (5%) (5-Feb)
	4-Feb	Live	Mimic Social Assignment Discussion			
4	9-Feb 11-Feb	Spring Recess – No Class				
5	16-Feb	Recorded	Social Media Audit Managing and Planning Social Media		Ch. 3 & 6	3 (5%) (19-Feb)
	18-Feb	Live	Mimic Social Assignment Discussion			
6	23-Feb	Live	Exam 1		Ch. 7	4 (5%) (26-Jan)
	25-Feb	Recorded	Content Marketing			
Social Media Marketing – Tactical Module						
7	2-Mar	Recorded	Content Marketing		External Material	5 & 6 (15% & 5%) (5-Mar)
	4-Mar	Live	Mimic Social Assignment Discussion			
8	9-Mar	Recorded	Social Media Advertising		Ch. 8 + External Material	7 & 8 (15% & 5%) (12-Mar)
	11-Mar	Live	Mimic Social Assignment Discussion			
9	16-Mar	Recorded	Social Media Listening		Ch. 10 + External Material	9 & 10 (15% & 5%) (19-Mar)
	18-Mar	Live	Mimic Social Assignment Discussion			
10	23-Mar	Recorded	Influencer Marketing Social Customer Care		Ch. 9 & 12	11 & 12 (15% & 5%) (26-Mar)
	25-Mar	Live	Mimic Social Assignment Discussion			
11	30-Mar	Live	Exam 2		External Material	9 (4-Apr)
	1-Apr	Recorded	Mobile Strategy			
Mobile Marketing Module						
12	6-Apr	Recorded	Mobile Website		External Material	10 (8-Apr)
	8-Apr	Live	Project Meeting Assignment Discussion			
13	13-Apr	Recorded	Mobile App		External Material	11 (15-Apr)
	15-Apr	Live	Project Meeting Assignment Discussion			
14	20-Apr	Recorded	Mobile Advertising + Location Based Marketing		External Material	12 (22-Apr)
	22-Apr	Live	Project Meeting Assignment Discussion			
15	27-Apr	Live	Exam 3			
	29-Apr	Live	Project Presentation			
16	4-May	Live	Project Presentation			
11-May			Final Optional Exam – 2:00PM – 4:30PM			

* Simulation assignments are due at noon on the scheduled date; Simulation rounds of odd numbers are the “posting” rounds and the even numbers are the “analysis” rounds; Percentages in the parenthesis are the weights of each round in the final simulation score.

** Quizzes are due at noon on the scheduled date.