Social Media Marketing
MKTG 3230-090

Class Hours: Thursday 6:30-9:15
Classroom: McEniry 127
Office Hours: By Appointment
Phone: 980-355-1333
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REQUIRED READINGS:
- Class readings will also be assigned via Twitter. Please follow @ElyseBlouin

COURSE OVERVIEW:

Social media has quickly become trendy in the world of technology and pop culture. Many of us are familiar with using such common forms of social media as FaceBook, Twitter, Pinterest, Blogs, Google + and YouTube in our personal lives. As these sites become more and more popular, savvy business people will need to know how to properly leverage social media for business purposes.

This class will briefly explore the basics of how to use these outlets, then will delve into how to best utilize social media to build brand equity and connect with a customer base. Social Media Marketing & Analytics will explore cases where social media has been utilized appropriately as well as unsuccessfully, have presentations from professionals who utilize social media in their careers, and draw parallels between marketing best practices in traditional and new media.

Beyond simply best practices, this class will delve into social media marketing analytics. Specifically, developing tools to utilize various analytical platforms to analyze return on marketing investment and optimize marketing programs accordingly. Students will learn to identify key performance indicators to tell a story regarding past performance and projected campaign performance.

COURSE OBJECTIVES:
At the end of this course, successful students should be able to:
- Understand how to effectively build a brand using social media outlets.
- Accurately be able to measure success of Social Media campaigns and return on investment.
- Interpret and analyze key performance indicators
• Navigate and create campaigns using contemporary social media platforms
• Use social media to engage with customers and build customer loyalty programs
• Identify strategy that is conducive to the appropriate market
• Develop a comprehensive social marketing program that complies with overall business objectives and strategy.

COURSE TOPICS
I. Introduction to Social Media
   a. Introduction to Class
   b. Types of Social Media Outlets
II. Contemporary Social Media:
   a. Engaging with your customers in the form of a conversation
   b. Defining your brand through Social Media
III. Best Practices for Businesses
IV. Rules & Current Legislation Relating to Social Media
   a. Maintaining a responsible presence online
   b. Reputation management
V. Measuring ROI and Effectiveness
   a. Tracking tools
   b. Measuring the effect of branding
VI. Mixing Social and New Media with Traditional Advertising
VII. Trends and Future of Internet and Social Advertising

EXAMS:
Two examinations will be given during the semester, which will include all lecture material and assigned readings and cases. The tests will be cumulative. The examinations will be scheduled well in advance, and will be given during scheduled class time. Make-up exams will be given only under extreme circumstances with prior approval from the instructor. Students who miss the examination will receive a grade of “0.”

CASES/ASSIGNED READING:
Reading assignments will be sent to students via the class Twitter at the beginning of every week. Students are required to follow the Twitter feed regularly for class updates. Articles assigned on Twitter for the class will include #MKTG3230. Additionally, reading from the course text books will be assigned. Students will receive a schedule of the required reading at the beginning of the course, which is subject to change throughout the semester. Students are expected to complete the reading prior to the class period, as course discussions will be based upon the readings, and the contribution will be crucial in the class participation grade.
Tentative reading schedule:

1. August 22: Intro to Social Media
   Assignment: The Social Media Marketing Book Chapters 1-2

2. August 29: Blogging, Microblogging, and Social Networking
   Assignment: The Social Media Marketing Book Chapters 3-4

3. September 5: Media Sharing, Social News & Bookmarking
   Assignment: The Social Media Marketing Book Chapters 5-6

4. September 12: Ratings, Reviews & Forums
   Assignment: The Social Media Marketing Book Chapters 7-8

5. September 19: Strategy, Tactics & Practice
   Assignment: The Social Media Marketing Book Chapter 10

6. September 26: Knowing the Consumer Audience & Review for Midterm

7. October 3: Midterm
   Assignment: The Social Media Marketing Book Chapter 11

8. October 10: Analytical Tools & Measurement
   Assignment: Social Marketology Chapters 1-3

9. October 17: Analytical Tools & Measurement
   Assignment: Social Marketology Chapters 4-6

10. October 24: Using Analytics to Optimize Campaigns
    Assignment: Social Marketology Chapters 7-9

   **Project Outline Due**

11. October 31: Key Performance Indicators
    Assignment: Social Marketology Chapters 10-12

12. November 7: Case Studies & Strategy – **Guest Speaker Banks Wilson**
    Assignment: Social Marketology Chapter 13

13. November 14: Case Studies & Strategy

14. **November 21: Project Presentations**

15. November 28: No Class, Thanksgiving Break
ASSIGNMENTS:

There will be two individual assignments, as follows:

1. **Individual Paper:**
   Students in small groups will be required to submit one paper (2-3 pages) regarding a contemporary topic in internet advertising. This can go beyond just Social Media, but must be a current issue happening in the world of technology and the internet. Students must use several sources to detail the topic, and will present the paper for discussion to the class. Schedule for these presentations will be composed on the second day of class.

2. **Class Project:**
   Each group will come up with an integrated internet marketing plan for a true corporation. The plans will include the outlets, release strategy, and any media buying strategy that will be necessary to make the campaign successful. Deliverables will include both a written marketing plan, as well as a presentation that will be pitched to the class.
   
   **OUTLINE:** October 24th
   **PROJECT PAPER:** November 21st
   **PRESENTATION:** November 21st

**GUEST SPEAKERS:**
We will have several guests throughout the semester that use social media and the internet in their current careers.

**GRADING:**
The final grade will be determined on the following weights:

- Class Participation/Attendance: 10%
- Midterm: 25%
- Individual paper: 10%
- Project: 30%
- Final: 25%

Final Grades will be determined as follows:

- A: 90-100
- B: 80 – 90
- C: 70 – 80
- D: 60 – 70
- F: 60 and below

**ATTENDANCE:**
Students are expected to attend and participate in all class meetings. Class attendance will be taken at every class, and attendance will be factored into the final grade. Should an extreme situation arise, the instructor must be notified prior to the class period. Excessive absence (more than 2 classes missed) will result in failure of the course.

**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.

**STATEMENT ON 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.*