

Social/Mobile Media Marketing and Analytics.
MKTG 3230-090 | Fall 2023 | Th 5:30-8:15 | Friday 123

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Office Hours: by appointment

Course Description:

Social and Mobile Media has changed the way marketing is done in most industries. The relationship between the consumer and the brand has changed, giving a direct voice to the consumer, connecting them with friends, and creating new online communities of mutual interest.

While we are all consumers of social/mobile media and many of us are creators of social media posts, this course takes the student behind the scenes to study the structure of successful social/mobile media strategies and execution through analytics. The fundamentals of marketing, target marketing, and integrated marketing communications are all applied to social/mobile media.

We will cover some of the most popular social media platforms with the understanding that these platforms are continuously changing in popularity, features etc.

Course Objectives:

By the end of the course, successful students will be able to:

- Explain what social/mobile media is and how it can be used as an integral part of an integrated marketing communications strategy.
- Understand the relative merits of different social media platforms and how to use them in marketing strategy.
- Understand the analytics that different platforms offer.
- Measure the effectiveness of social/mobile media strategies
- Tune social media output to achieve desired outcomes.
- Develop a social/mobile media marketing recommendation plan as part of an integrated marketing communications strategy.

Required Course Materials:

Essentials of Social Media Marketing Bundle:

1/ Essentials of Social Media Marketing Courseware &

2/ Stukent Social Media Simternship™

9780999630242 by Michelle Charello

3/ Mobile Marketing Essentials

9780996790048 by Michael Becker, Paul Berney, Mary Beth McCabe, and Michael Hanley

Note: The publisher is Stukent. The 3 items above have two ISBNs but are priced as a single bundle for this class for \$149.99 - it should be available from the bookstore. **Access all the material through the single sign-on process in the Canvas course using a Chrome browser.**

Course Assignments

Weekly Assignments	30	%
Simternship	20	%
Exams	40	%
Final recommendation	10	%
Total		100%

Course Grading Policy

A > 90%

B > 80%

C > 70%

D > 60%

F < 60%

Assignment Details

Midterm & Final Exams: There will be a midterm and final exam, which will test your knowledge from the course. These will be closed-book exams and are NOT cumulative, meaning that the material tested on the midterm exam will not be tested again on the final exam. The exam date is on the schedule. **There are no makeup exams.** Absence from an exam will only be approved for the following reasons:

- Participation in an authorized University activity (with prior arrangement)
- Confinement due to severe illness under a doctor's care
- Death in the immediate family

Each of the above situations requires an official letter (e.g. from a doctor, attorney, or a funeral director along with supporting evidence of immediate family relationship). A phone number is also required for verification. This policy is strictly enforced—no exceptions. In the unlikely event, an exam is excused, the grade point scale that

determines your final grade will adjust as needed to exclude the exam. There are no makeup exams.

The midterm exam should take approximately half the class time.

Guest Speaker: We have planned for Dana Schindler, VP of Marketing and some of her team from Signet Jewelers, to be guest speakers in person and on Zoom during the second half of the midterm class time. This is a highly beneficial specially planned session designed to give you insights into how Marketing and an actual Social Media Marketing group work in a popular brand.

Signet Jewelers is the world's largest retailer of diamond jewelry and the largest specialty jewelry retailer in the US, UK, and Canada. Signet operates approximately 2,800 stores primarily under the name brands of Kay Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, JamesAllen.com, Rocksbox, Peoples Jewellers, H.Samuel and Ernest Jones.

Failure to attend will result in one full letter deduction from your final course grade.

Student Social Media Simternship: A critical part of this course is the hands-on experience you will gain from the Simternship. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. There are 12 rounds to the simulation. It is likely that you will not do very well in the first few rounds as it is part of the learning process. Don't worry. this, combined with the lesson materials, will help prepare you for success in social media marketing. The Simternship is auto-graded.

Weekly Quizzes: There will be weekly online open-book quizzes covering the reading materials and videos during the course and each student should complete them in between classes. The due date is the Tuesday night before that week's class on Thursday as outlined in the schedule below. Actual dates will be in Canvas. Late submissions will not be accepted. The intro assignment is also included in there. The top 39 quizzes will count toward your grade.

Final Recommendation: You will play the role of a marketing consultant tasked with analyzing the social media marketing strategy for your client's company/brand/product(s). Specifics will be given closer to the time.

Class Participation & Attendance Policy

This is a F2F in-person class. Attendance and active participation are expected and critical to getting the most from this course. Class participation means coming to class prepared to discuss readings, raising and answering questions, articulating ideas or insights, and building upon the ideas of others. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Unexcused absence or excessive tardiness may result in a loss of **one full letter deduction from your final course grade.**

There are no make-up exams or opportunities for extra credit to make up for missed assignments, exams, or quizzes. You will not be permitted to enter or leave the room while an exam or quiz is in progress.

Use of Electronics

The use of cell phones is not permitted in class unless specifically requested as part of class work. Laptop computers may be used solely for the purposes of taking notes in class unless specifically requested as part of class work. **Failure to observe this policy will result in a reduction of your final grade by one full letter grade.**

Classroom Conduct

You are expected to be on time to class, as you would be for an actual business meeting in private industry. You are also expected to treat your fellow students and your professor, with courtesy, politeness, and respect. Disruptive behavior, including loud arguing, disrespectful or offensive language, harassment and other behaviors deemed disruptive or offensive will not be tolerated. Failure to observe this policy will result in your permanent removal from the class.

Academic Integrity

All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code and on the [Student Conduct and Academic Integrity website](#) . The Code is available from the Dean of Students Office or online at legal.uncc.edu/policies/up-407 . Additional resources are available on the website.

Faculty may require students to demonstrate that graded assignments completed outside of class are their own work.

Note on the use of AI: AI tools such as ChatGPT may be used to generate ideas and create a base for writing in this class. However, uncritical and unedited copy-and-paste sections generated straight from AI tools will be given a lower grade. You are required to disclose when AI tools have been used, in a similar way as a research reference.

Belk College of Business 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 Belk College of Business 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.

Disability Accommodations

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Prevention of sexual harassment

UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) have experienced any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with civil protective orders, and more.

Please be aware that all UNC Charlotte employees, including faculty members, are expected to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator.

This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I am expected to [report the information to the Title IX Coordinator](#). Although I am expected to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (, 7-0311); or (2) Student Health Center (studenthealth.uncc.edu, 7-7400). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.

All students are required to abide by the UNC Charlotte [Title IX Grievance Policy](#). Sexual harassment is prohibited, even when carried out through computers or other electronic communications systems, including course-based chats, breakout rooms, or message boards.

Course Outline

The outline provided below provides a **preliminary** guide to the course. **It is subject to change based upon the learning speed of the class, and other relevant events.**

Up to date schedule is posted on Canvas.

Date	Wk	Textbook & Chapters	Stukent Social Media Simternship™	Quizzes due
8/24	1	ESMM Ch 1: Introduction to Social Media Marketing	Introduction & sign up for the Simternship	
8/31	2	MM Ch 1 Understanding your mobile audience	Simternship Round 1 & 2	ESMM Ch 1 & MM Ch 1

9/7	3	ESMM Ch 3: Social Media Marketing Strategy MM Ch 2: Creating Strategy for growth	Simternship Round 3	ESMM Ch 3 MM Ch 2
9/14	4	ESMM Ch 4 : Marketing with Facebook ESMM Ch 5 : Marketing with Instagram	Simternship Round 4	ESMM Ch 4, 5
9/21	5	ESMM Ch 6 : Marketing with X ESMM Ch 7 : Marketing with Snapchat	Simternship Round 5	ESMM Ch 6, 7
9/28	6	Midterm Guest Speakers - Dana Schindler & Team	The VP of Marketing for Signet Jewelers (Kay, Zales, Jared etc) will be here to discuss Social media strategy in practice. You are required to stay for this session after your midterm.	
10/5	-	Reading Day - No Class		
10/12	-	October Break - No class		
10/19	7	ESMM Ch 8 : Marketing with Pinterest ESMM Ch 9 : Marketing with linkedin MM Ch 3: Establishing a Mobile Path	Simternship Round 6	ESMM Ch 8 & Ch 9 and MM CH 3
10/26	8	ESMM Ch 10 : Marketing with Youtube ESMM Ch 11 : Marketing with TikTok	Simternship Round 7	ESMM Ch 10 and Ch 11
11/2	9	MM Ch 4 Engaging Customers	Simternship Round 8	MM Ch 4
11/9	10	ESMM Ch 13: Social Media Marketing Campaigns MM Ch 5 Marketing Mobile Apps	Simternship Round 9	ESMM Ch 13 MM Ch 5

11/16	11	ESMM Ch 14 : Influencer Marketing with Social Media	Simternship Round 10	ESMM Ch 14
11/23	-	Thanksgiving Day - no class		
11/30	12	ESMM Ch 18: Social Media Analytics and measuring ROI	Simternship Round 11 & 12	ESMM CH 18
12/7	-	Reading Day - no class		
12/14	13	FINAL EXAM FINAL PRESENTATIONS / MARKETING PLANS SUBMITTED	Social Media Marketing Plan with final analysis/ recommendations for Buhi Supply Co Due	