Social Media Marketing and Analytics
Fall 2021
MKTG 3230 - 001

Class Day & Time: Tuesday & Thursday 8:00AM – 9:15AM
Classroom: Virtual, synchronous class via Zoom
Office Hours: (Only when requested)
Instructor: Shane Fraser
Email: sfraser5@uncc.edu

Course Description:
Social Media Marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences.

Unfortunately, today many companies are not preparing for the future of social. It’s not that businesses aren’t trying; many of them have Facebook, Twitter, LinkedIn or Instagram accounts established. They are present and disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students today who will enter the workforce to just be equipped with general theories and knowledge when it comes to social media marketing. Students will need to know how to utilize new and constantly updated social media marketing strategies for businesses.

Course Objectives:
- How social media has disrupted traditional marketing
- The benefits of and why social media marketing is important
- How to develop their personal brands
- How to create a social media marketing strategy
- Creating and optimizing business profiles on each social network
- Implementing a social media content strategy on each social network
- The benefits of and how to market with blogs, vlogs, podcasts and webinars
- How to launch a social media marketing campaign
- How to create a social media influencer marketing strategy
- Creating an employee advocacy program
- Social media policies and crisis response plans
- Social media advertising on each social network
- Social selling
- Social media analytics and measuring ROI
**Required Course Materials:**
“Essentials of Social Media Marketing,” by Michelle Charello
Mimic Social Simulation

Instructions for obtaining digital copies of “Essentials of Social Media Marketing” and Mimic Social are located in Canvas or you can register through this link: https://home.stukent.com/join/7B6-41F

**Grading Policy:**
- Class Participation: 15%
- Quizzes: 10%
- Midterm Exam: 15%
- Final Exam: 15%
- Mimic Simulation: 25%
- Final Project: 20%

**Grade Distribution:**
- A: 90-100
- B: 80-89
- C: 70-79
- D: 60-69
- F: lower than 60

**Attendance/Participation:**
This class meets in synchronous sessions, with all students participating via Zoom. It is important for everyone to be present and engaged, at each scheduled class session. Should an extreme situation arise, the instructor must be notified prior to the class period. If you miss a class session and do not make arrangements with the teacher, your grade for the course will be affected. Unexcused absence (more than 6 classes missed) will result in failure of the course.

**Quizzes:**
There will be 10 weekly online quizzes based on the textbook chapters during the course. Each quiz is due at 11:59pm of the assigned date in the course schedule. One lowest quiz score will be updated to a 100%.

**Exams:**
There will be a total of two exams – one midterm and a final. Exams will cover material from the textbook and topics covered in class. Make-up exams will be given only under extreme circumstances with prior approval from the instructor. Students who miss an exam without approval from the instructor will receive a grade of 0.

**Grade Appeals:**
If you feel a grade was not fair, students may appeal it according to the following:
1. Any appeal must be in writing explaining the reason
2. All appeals must be turned in no later than one week after the exam or quiz
Mimic Simulation:
A very 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 14 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, don't worry. This, combined with the lesson materials, will help prepare you for success in social media marketing.

Final Project:
The scope of this project is to help a client (business, organization or company) develop a social media marketing strategy for their company/brand/product(s). You will be submitting a paper with a minimum of 5 and up to 10 pages. Before starting this assignment, please email me sfraser5@uncc.edu or send me on Moodle with the name of the business you will be using for your final project. You should expect to do some or all of the following as part of this project:

- Perform an analysis or audit of the current marketing situation for your client, particularly with respect to their advertising, social media and communications strategies, focusing on any specific challenges or targets they have identified.
- Identify the best opportunities for using social media as part of your client’s marketing mix to help them achieve their overarching marketing and business goals.
- Develop clear marketing objectives for the social media marketing strategy based on the situation analysis and the identified social media marketing opportunities.
- Articulate a social media marketing strategy designed to achieve these objectives:
  1. What is the theme and message to be communicated?
  2. Who are the targets?
  3. How will they be reached?
  4. What types of consumer-to-consumer social interactions will be relied on as part of this strategy?
  5. How will target consumers be encouraged to socially interact with other consumers to “spread the word”?
  6. What incentives will be offered?
  7. What ideas do you have for campaigns as part of this strategy?
  8. How will performance be measured and evaluated?

The goal of this final project is to show all of the knowledge and concepts you were able to learn during this semester and translate it into helping a business.
## Course Schedule (subject to change):

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Textbook Chapters</th>
<th>*Mimic Simulation</th>
<th>*Quiz</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug 24th</td>
<td>Introduction and Syllabus</td>
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<td>None</td>
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<tr>
<td>2</td>
<td>Aug 31st &amp; Sept 2nd</td>
<td>Introduction to Social Media Marketing</td>
<td>ESMM Chapter 1</td>
<td>None</td>
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<td>3</td>
<td>Sept 7th &amp; 9th</td>
<td>Developing Your Personal Brand</td>
<td>ESMM Chapter 2</td>
<td>Quiz 1</td>
<td>ESMM 1 &amp; 2 Due Sept 12th</td>
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<td>4</td>
<td>Sept 14th &amp; 16th</td>
<td>Social Media Strategy &amp; Marketing with Facebook</td>
<td>ESMM Chapter 3 &amp; 4</td>
<td>Quiz 2</td>
<td>ESMM 3 &amp; 4 Due Sept 19th</td>
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<td>5</td>
<td>Sept 21st &amp; 23rd</td>
<td>Marketing with Instagram</td>
<td>Learn about Mimic Social Simulation</td>
<td>ESMM Chapter 5</td>
<td>Quiz 3</td>
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<td>6</td>
<td>Sept 28th &amp; 30th</td>
<td>Marketing with Twitter &amp; Marketing with Snapchat</td>
<td>ESMM Chapter 6 &amp; 7</td>
<td>2 Rounds Due Oct 3rd</td>
<td>Quiz 4</td>
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<td>7</td>
<td>Oct 5th &amp; 7th</td>
<td>Marketing with Pinterest &amp; Marketing with LinkedIn</td>
<td>ESMM Chapter 8 &amp; 9</td>
<td>2 Rounds Due Oct 10th</td>
<td>Quiz 5</td>
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<td>8</td>
<td>Oct 14th</td>
<td>Exam 1 (ESMM Chap 1 – 9)</td>
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<td>2 Rounds Due Oct 17th</td>
<td>None</td>
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<td>9</td>
<td>Oct 19th &amp; 21st</td>
<td>Marketing with YouTube &amp; Marketing with TikTok</td>
<td>ESMM Chapter 10 &amp; 11</td>
<td>2 Rounds Due Oct 24th</td>
<td>Quiz 6</td>
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<td>10</td>
<td>Oct 26th &amp; 28th</td>
<td>Blogs, Vlogs, Podcasts and Webinars</td>
<td>ESMM Chapter 12</td>
<td>2 Rounds Due Oct 31st</td>
<td>Quiz 7</td>
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<td>11</td>
<td>Nov 2nd &amp; 4th</td>
<td>Social Media Marketing Campaigns &amp; Influencer</td>
<td>ESMM Chapter 13 &amp; 14</td>
<td>2 Rounds Due Nov 7th</td>
<td>Quiz 8</td>
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<td>Date</td>
<td>Topic</td>
<td>Chapter(s)</td>
<td>Quiz/Due Date</td>
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<td>12 Nov 9th &amp; 11th</td>
<td>Marketing with Social Media Employee Advocacy</td>
<td>ESMM Chapter 15</td>
<td>No Quiz</td>
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<td>13 Nov 16th &amp; 18th</td>
<td>Social Media Policies and Crisis Response Plan</td>
<td>ESMM Chapter 16</td>
<td>Quiz 9 ESMM 15 &amp; 16 Due Nov 21st</td>
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<td>14 Nov 23rd</td>
<td>Social Selling</td>
<td>ESMM Chapter 17</td>
<td>No Quiz</td>
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<td>15 Nov 30th &amp; Dec 2nd</td>
<td>Social Media Analytics and Measuring ROI (Final Project Due Dec 6th)</td>
<td>ESMM Chapter 18</td>
<td>Quiz 10 ESMM 17 &amp; 18 Due Dec 5th</td>
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<td>16 Dec 7th</td>
<td>Recap semester &amp; discussion</td>
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<td>17 Dec 14th</td>
<td>Final Exam 8:00 – 10:30AM (ESSM Chapters 10-18)</td>
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* Each Quiz and Simulation Rounds are due by 11:59pm of the assigned date

**UNC Charlotte Email:**
Students should read their UNC Charlotte email on a continuing (at least, daily) basis. Also, business students should remain professional in all communication with the University.

**Canvas:**
UNC Charlotte utilizes “Canvas” as its Learning Management System (LMS). A LMS is a way to simplify teaching and learning by connecting all the digital tools professors use in one easy place. Be sure to read any weekly announcements and check Canvas for important information and updates about the course. Canvas is also the central hub for posting assignments and handouts. For more information on Canvas, please visit canvas.uncc.edu. If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or itservices.uncc.edu.

**Honor Code:**
Students are expected to know and abide by the UNC Charlotte “Code of Student Academic Integrity” as described at legal.uncc.edu/policies/up-407, and the “Noble Niner UNC Charlotte Honor Code” at studentaffairs.uncc.edu/niner-code. Students found in violation of either code may be subject to failure of the assignment, exam, and/or the course.

**Diversity Statement:**
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 the diversity that
includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Non-Discrimination Statement:**
All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person’s actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

**Electronic Video, Image Capture, and/or Audio Recording Statement:**
Electronic video, image capture, and/or audio recording IS NOT permitted during class, whether conducted in person or online, unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited. Students with specific electronic recording accommodations authorized by the Office of Disability Services do not require instructor permission; however, the instructor must be notified of any such accommodation prior to recording. Any distribution of such recordings is prohibited.

**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. The Code is available from the Dean of Students Office or online. Students will be asked to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

**Plagiarism Detection Service:**
As a condition of taking this course, all required papers may be subject to submission for textual similarity review to SimCheck [or another plagiarism detection service] for the detection of plagiarism. All submitted papers will be included as source documents in the SimCheck [or another plagiarism detection service] reference database solely for the purpose of detecting plagiarism of such papers. No student papers will be submitted to SimCheck without a student’s written consent and permission. If a student does not provide such written consent and permission, the instructor may: (i) require a short reflection paper on research methodology; (ii) require a draft bibliography prior to submission of the final paper; or (iii) require the cover page and first cited page of each reference source to be photocopied and submitted with the final paper.

**Assistance:**
It is common for college students to experience challenges that may interfere with academic success such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is
struggling, we strongly encourage you to seek support. Helpful, effective resources are available on campus at no additional cost.

- If you are struggling academically with this class, please visit me during office hours or contact me by email at sfraser5@uncc.edu
- Meet with your academic advisor if you are struggling academically in multiple classes, unsure whether you are making the most of your time at UNC Charlotte, or unsure what academic resources are available at UNC Charlotte.
- Visit the Counseling and Psychological Services website at caps.uncc.edu for information about the broad range of confidential on-campus mental health services, online health assessments, hours, and additional information.
- Call CAPS at (704) 687-0311 if interested in scheduling an appointment with a counselor. After-hours crisis support is also available through this phone number.

**Disability Services:**
UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide an email message 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.

**Professional Behavior:**
Throughout your college experience, you will meet many vital stakeholders of UNC Charlotte and the Belk College of Business. We expect that you will conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alumni, and corporate leaders. In class, you should respectfully listen to and engage with faculty, classmates, and guest speakers without having side conversations. Failure to apply professional behavior in class may result in points deducted from the participation grade, as well as potentially being asked to leave class.

**Syllabus Modification:**
The standards, requirements, dates, and topics outlined in this syllabus may be modified at any time by the professor. Notice of such changes will be by an announcement in class or via email.

**Shane Fraser Bio:**
Shane Fraser founded SNA Today in 2011 with the intent to use his social media expertise as a resource for business owners. Shane has a passion for working with businesses, organizations and individuals to bring them up to speed with the fast-paced market of social media.

Shane is a graduate of Houghton College with his B.S. in Business Administration and an MBA graduate of Alfred University.

Shane was recent awards:
Charlotte’s Top 30 Under 30 Future Leaders of Charlotte by Elevate Lifestyle
2020 Trailblazer recognized by Business North Carolina