Course Syllabus
MKTG 4630-001 Social Communication Strategies and Analytics
Fall 2018
FCBE 370 M/W hybrid
12:40 – 2:40pm
3 credit hours
(Last updated: 8/24/18)

Instructor: Dr. Tracy Cosenza
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Office: FAB 210
LinkedIn: Tracy Cosenza (search)
Office Hours: W 10am – 11:30pm; 2:05-3:35pm or by appointment

Catalog Description: Integrate social media techniques and trends into business strategy; recognize the advanced principles of social value chain and enterprise systems; formulate action plans to combine key social media networks and tools.

Pre-Requisites / Co-Requisites:
MKTG 3010 and MKTG 3340 are required prior to enrolling in this course.

Required / Recommended Reading

Harvard and Ivey Press social media cases purchased through publication websites in addition to various readings as posted on course calendar via UoM ecourseware.

Mashable http://www.mashable.com
Social Media Examiner http://www.socialmediaexaminer.com
Fast Company http://www.fastcompany.com
Social Media Today http://www.socialmediatoday.com
Wired http://www.wired.com
TechCrunch http://techcrunch.com

Location of Course Materials

This course is managed through the MKTG 4630 ecourseware website at: https://elearn.memphis.edu. You are required to utilize this website to obtain and submit course materials. [If you have any problems using the site, please call the 24 hour helpdesk at 678-8888].

Harvard and Ivey Press social media cases purchased through publication website: https://hbsp.harvard.edu/import/554832
You are also required to join the closed Facebook for this course (4630 F18) to collaborate/confer with me and other class members.

Course Overview and Objectives

I. What we are studying

This is the second level course that builds on the knowledge, skills, and applications acquired from the pre-requisite MKTG 3340, Principles of Social Media Marketing. If you are unsure about the contents of MKTG 3340, a copy of the text is on reserve in the library to refresh your knowledge base.

II. ‘Social Media Communication Strategies’ (defined for this course)

1. Social Media Communication is an integrated set of online content / earned media efforts of an organization to meet organizational objectives and goals in the overall business strategy.

2. When social media communication is combined with paid advertising, direct mail, website information / selling, and public relations, the totality forms the integrated communication plan for the business.

3. When the integrated communication plan is combined with the marketing efforts of a business (mostly at the brand level), the whole notion evolves into the integrated marketing communication plans and strategy for a business.

4. The integrated marketing communication strategy for a business guides it to reach both product and brand level objectives as well as organizational objectives.

Note: It is critical to understand (in all of our class efforts) that Social Media Communication Strategy must be considered along with all other processes that lead to achieving business objectives and goals.

III. ‘Analytics’ (defined for this course)

Business objectives and goals are set by the strategic efforts of a business that want to grow and prosper. Thus, whether for profit or not for profit businesses, existence and growth to fulfill their mission in a changing business environment seems to drive the decisions of the business. In today’s competitive climate, decisions are based on big data, thus this class will focus on data-driven decision-making as it pertains to a company’s use of social media strategy.

For example: if my mission is to satisfy the nutritional needs of dogs and cats at a profit, I must set an overall profit goal for the business for a specific period of time. I must be able to ‘detect’ (use analytical analysis /tools) to determine if I have reached the profit goal in order to manage the business. All businesses use a common strategic set of goals, usually – sales, revenue, market share, industry share, profit/loss, ROI, etc.

Although much of the above is way too complicated and esoteric for the scope of this course, it is substantiated that social media efforts are contributing to reaching the above goals. Look at Nike, for example.

Note: The efforts of this class will be directed toward the critical evaluation of the integrated strategies success in helping to reach specified business objectives and goals. This tracking is monitored through digital dashboards.
IV. Best Practices “Model” Content Areas

1. Listening
2. Assessing
3. Engaging – including content engagement and content management
4. Integrating – the business toward Social Media efforts / policy development
5. Implementing
6. Measuring
7. Evaluating
   - IV (1-5) will be identified and investigated through class lecture, current topics, and class discussions.
   - Case discussions will be used to augment IV (1-6) and II (1-4) above.
   - IV (6-7) will be investigated in analytical exercises and project.

V. Learning Objectives

By the end of this course, you will be able to:

- Identify the development and execution of social media strategies across various industries.
- Investigate the strategic implications of social media use through technical experience with professional sharing, listening, monitoring, and analytical tools.
- Appraise the effectiveness of social media strategy and exhibit how to create actionable strategic tactics.
- Demonstrate how to integrate social media into the Integrated Marketing Plan.
- Demonstrate how to use Google Analytics (certification)
- Investigate the two types of social media analytics (self-performance and competitor analysis):
  - Define and identify indicators, report creation, and interpretation.
- Evaluate the effectiveness of a company’s social media strategy through monitoring a chosen competitive landscape through a digital dashboard (Rival IQ – https://www.rivaliq.com/).

Note: It is important to know in advance that this course is not a how-to course on existing or even emerging platforms. It will focus on the use of social media within the marketing plan, in particular, communication strategy. This course is highly interactive (hands-on), collaborative, and will focus on decision-making. Therefore, prepare to “think!”

Fogelman College: Learning Outcomes for Your Degree

- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points toward your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how your overall (final) letter grade will be computed.
Final Course Grade

This course is NOT +/- and the scale is:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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</thead>
<tbody>
<tr>
<td>900 - 1000*</td>
<td>A</td>
</tr>
<tr>
<td>800 - 899*</td>
<td>B</td>
</tr>
<tr>
<td>700 - 799*</td>
<td>C</td>
</tr>
<tr>
<td>600 - 699*</td>
<td>D</td>
</tr>
<tr>
<td>Below 600*</td>
<td>F</td>
</tr>
</tbody>
</table>

*I don’t give grades – I do math. Your final grade must fall within a range to receive that grade. The best time to worry about your grade is at the beginning of the semester.

Summary of Graded Activities:

Your final grade will be determined on the following basis (using a denominator of 1000 pts.). Each aspect of your grade will be detailed on the following pages:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Preparation / Discussion (35pts per write up/ 30 pts per discussion)</td>
<td>325</td>
</tr>
<tr>
<td>Analytics Project Assignments</td>
<td>555</td>
</tr>
<tr>
<td>Google Analytics certification</td>
<td>120</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
</tr>
</tbody>
</table>

List of Formal Assessed Activities

Cases (32.5% of your grade)

Case Preparation
Cases are purchased from the HBR publisher’s website. They cost $4.25/each. You will develop well thought-out answers to the general case process questions (two guides are uploaded for your use), specific case questions (uploaded to ecourseware for each case), and also tangential arguments/observations that you find pertinent to our study of strategic best practices in social media marketing. Your responses / reflections should be typed and turned in on discussion day, immediately following class discussion. (No late turn in).

Class Contribution
This class will be hands-on and we will all benefit from each other’s in class discussion about the assigned HBR cases and our collaborative efforts in our study of best practices in social media use with various businesses/brand/products, various platforms, and current social media tools. Your class participation is not only appreciated, it is expected. As reflected in the Grading Summary above, the point value for the contribution portion of your grade is substantial – and I expect substantial contribution. It will be graded on a class-by-class basis. WARNING: your presence is NOT enough.

Your Contribution Assessment is based on the extent that I can see you are “getting it” and keeping current with the assigned readings in addition to personal, external knowledge acquisition of choice. Toward this objective, please come to class prepared to contribute. These are the standards for evaluating participation:
1. Relevance to discussion
2. Moving discussion forward – test, challenge the status quo with new/innovative ideas (AKA “out of the box”)
3. Courtesy in discussion – do you respectfully consider ideas offered by classmates?
4. Is your viewpoint supported? Can you back up your viewpoint with points from the cases, data, research, theory, etc.?

Analytics (55.5% of your grade)

Modules
Analytic modules instruction is delivered via online word documents, videos, and online chat. Results and evaluations are submitted typed via Dropbox in a formatted document. See Summary calendar for important dates.

Competitive Landscape Analytics Project
You may choose your own brand for study during this course. Over the course of the semester, you should become immersed in their tactical application of their social media use and that of their competitors throughout the analytics assignments. In addition to the analytics assignments, you should also research the company/brand. The case portion of this course should help you in your strategic decision-making and assessment. The semester module assignments will guide you in a semester long strategy/analytics study of your brand which will ultimately end in an annotated PPT presentation of your work.

Google Analytics (12% of your grade)
You are required to earn your Google Analytics Individual Qualification (IQ). This requirement is self-paced and offered free-of-charge from Google Academy. Please refer to the uploaded document to ecourseware for details.

Schedule of Activities
A summary schedule is posted online under “Getting Started.” I reserve the right to alter the schedule as may become necessary during the semester. I will notify you via class announcement or email, but it is ultimately your responsibility to keep up with these changes. I strongly recommend you use the closed Facebook group to keep up with schedule, assignments, questions, etc.

Course Policies

Professor’s Expectations for the Classroom
The usual things apply here – arrive on time, don’t do anything to distract those around you, etc.

Use of Digital Technology – No Technology Permitted – TAKE NOTES
Please act like you are on an airplane and power down and stow all of your personal electronic devices during class time.

Most of our time in the classroom will be discussion-based. For those times that I lecture, you won’t need your laptop to view slides. All class materials (slides, etc.) will be available for you to print (I suggest three to a page with lines for note-taking) or review well in advance of class. There is a great
deal of recent research which shows that students who use laptops during class actually perform worse that those who take notes using pen and paper.

As far as cell phones, if there’s an important reason why you need to check your phone (work texting, sick child) please see me at the start of class to let me know that you’ve got a legitimate need to check your phone. Just to clarify – check means look at your phone and read a text message. If you need to reply, please leave the room.

E-mail / Facebook Closed Group
All students are required to maintain and access their University of Memphis (@memphis.edu) email account AND CHECK IT DAILY. You will receive all official course correspondence (individual or group notification) at this email account. If you do not check your .edu account consistently, bounce it to your preferred account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition etc.) is the student’s responsibility.

DO NOT use the email link in eCourseware to correspond with me. Emails delivered via elearn do not allow me to respond to you on my digital devices, thus, I never check it. Email me directly at the above noted account. I will make every effort to respond to your emails on the same day provided you have contacted me at a reasonable hour.

We will also use a closed Facebook group for this course and this is the place I will use most often to update you on pertinent information and discuss collaborative findings. I likewise encourage you to go there first to solicit any clarification you might need. Often times your cohorts will get to you before I do – particularly if you are “after hours.” Also, please post things to the group that would broaden our knowledge base or other cool stuff we shouldn’t miss.

Do not email/ message me questions that can easily be answered by reading the syllabus, i.e., what case are we doing? can I have extra credit? when is the module due? Please check the syllabus and other posted documents and publications first for this type of information! Be warned, I will not answer these emails.

Interaction with Instructor
If you cannot make my office hours, I will be delighted to set up an appointment to meet with you at a mutually convenient time. See me before or after class or e-mail me to make an appointment. Please note that due to other commitments I cannot guarantee that I will be able to spend time with you if you just “drop by” my office – others may have made an appointment. Remember, if you are having a problem with the material or with an assignment, etc. it’s best to discuss this with me before it’s too late to do anything about it, particularly if you have an accommodation.

Attendance
Attendance is both expected and considered necessary to adequately complete the course. You are responsible for all material covered in class or assigned, regardless of the reason for absence. Class discussion will be based on the assumption that you have read all assigned material prior to attending the session in which it is discussed.

For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future. I take attendance on most days.

Late Assignments
Don’t go there. Seriously. Don’t. All of you are far enough along in your college careers and close enough to your professional careers to know that work needs to be complete and submitted on time. If there’s a
deadline, it’s due. Dropbox will close at the deadline. All project instructions are listed on eCourseware as individual documents at the beginning of the semester and due dates are listed on the class schedule loaded on eCourseware. Don’t ask for an exception, plan accordingly and treat this as you would any professional obligation.

Extra Credit
Interestingly enough, it’s often the same students who couldn’t get their work in on time that are most interested in extra credit. Same rules for late assignments apply here. No individual extra credit assignments will be given to anyone.

Academic Integrity
Cheating, Plagiarism, or Student Misconduct

It won’t be tolerated. If you need clarification, refer to your Student Handbook in the academic misconduct section of the Code of Student Conduct and Disciplinary Procedures. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman page on academic integrity: http://www.memphis.edu/fcbe/integrity/. [Note: using a “Solutions Manual” or “Test Bank” is considered cheating. Should I have evidence that using a “Test Bank” has occurred, I may take steps as described on the campus’ Office of Student Conduct website.]

Drop Box Submissions

Assignments are submitted via eCourseware Drop box. If you have a problem submitting via Dropbox, call the tech people at 678-8888. Do not wait until the last minute to submit your assignment. I will not accept a late assignment even if a technical problem causes you to miss the deadline. Your written work submitted via Dropbox will be submitted to Turnitin.com or similar electronic detection method for an evaluation of the originality of your work (plagiarism). By submitting your assignment through eCourseware, you agree that your assignments will go through this review process.

***This syllabus is a tentative outline for this course. I will make reasonable effort to adhere to this schedule, but you should know that I reserve the right to alter as circumstances may dictate. All changes will be announced in class and/or via the closed Facebook group. You are responsible for obtaining this information.

Social Media Marketing Internships:
Social Media Marketing internships, designated MKTG 4611, are reserved for students who have completed MKTG 3340 and have completed or are currently enrolled in MKTG 4630. MKTG 4611 is required for Social Media Marketing minors. See below for registering information. [If you are not a business major, but have declared the SMM minor, I can “put you in” our FIN database so that you can complete the process via online rather than hard-copy]. Like all internships in FCE, you need to register prior to starting your internship (no retroactive credit) and have your internship approved by me.

To review the requirements for applying for academic credit, visit http://www.memphis.edu/professional/internships/academic_credit.php Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.
Student Services

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance