Course Syllabus

MKTG 3340-001 - Principles of Social Media Marketing

Spring - 2016
T/R 11:20am – 12:45pm
3 Credit Hours
(Last updated: 1/17/16)

Instructor: Dr. Tracy Cosenza
University e-mail: tracy.cosenza@memphis.edu
Office: FAB 210
Office Hours: T 9:30-10:30pm; R 1:35-2:35pm; and by appointment

This course will be managed through social media contact points specifically set up for this class and the MKTG 3340 class elearn website (course materials uploaded here).

Facebook: Tracy Cosenza (closed group: MKTG 3340-001)
LinkedIn: Tracy Cosenza (search)

Course Overview

Social media is a fast-growing, ever-evolving, innovative, and entrepreneurial space. Despite its increasing ubiquity, is not well understood from a strategic marketing perspective. Marketers, managers, and consultants, who stay abreast of the constant innovation and new ways of doing things, have the potential to develop highly innovative, effective, and value-creating marketing strategies that use social media in conjunction with other types of media and promotions.

This course covers advertising, marketing, and communications strategies in the new media landscape where traditional media (e.g. television and print) and the online social media platforms (i.e., the Web; e.g., online social networks, user-generated content, blogs, forums) co-exist. We will look at the current media landscape and the opportunities and challenges that it affords marketers, managers, and consultants who are concerned with how to efficiently and effectively advertise/promote their company, brands, and products.

Catalog Description: How social media impacts marketing strategy, brand development, return on investment, and other fundamental business concepts; using social media to effectively convey messages and engage constituents.
Pre-Requisites / Co – Requisites: There are no course pre-requisites to enrolling in this course.

Required Text:
Social Media Marketing by Tracy L. Tuten and Michael R. Solomon 2e (Sage Publications)
ISBN 9781473913011

Recommended Reading:
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://www.techcrunch.com
Clickz: http://www.clickz.com

Learning Objectives, Process, and Evaluation Matrix – after completing this course, students can:

<table>
<thead>
<tr>
<th>Learning Objective</th>
<th>Process</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe the overall nature of successful best practices of social media marketing (SMM) in all practical configurations</td>
<td>Discuss I to I, B to C, C to C to B, B to B SMM with video examples and scenario outcomes.</td>
<td>Exam, Class Participation,</td>
</tr>
<tr>
<td>Identify, by analysis, current and future trends in social media platforms</td>
<td>Platform and use</td>
<td>Exam, Class Participation, Project</td>
</tr>
<tr>
<td>Identify, by analysis, current best practices and future trends in use of platforms to perform successful SMM</td>
<td>Platform by application to configurations</td>
<td>Exam, Project</td>
</tr>
<tr>
<td>Employ some of the basic tools of SMM.</td>
<td>Application by SMM objective, configuration.</td>
<td>Exam, Class participation, Project</td>
</tr>
<tr>
<td>Understand and evaluate SMM programs that emphasize brand management</td>
<td>Discuss by example various brand management SMM examples including brand crisis management</td>
<td>Exam, Class Participation</td>
</tr>
<tr>
<td>Use SMM tools and basic metrics to evaluate SMM programs</td>
<td>Examples and basic use of SMM Monitoring and metric platforms</td>
<td>Exam, Monitoring and Analytics Activities, projects</td>
</tr>
</tbody>
</table>

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program:

- [http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf](http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf)
Grading 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 gives a description and valuation of your assessed work.

Final Course Grade:

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</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. There is no “extra credit” at the end 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>Exam 1</td>
<td>125</td>
</tr>
<tr>
<td>Exam 2</td>
<td>175</td>
</tr>
<tr>
<td>Class Participation</td>
<td>100</td>
</tr>
<tr>
<td>[1] Class Leadership – Tool Tutorial (75)/ Trending Topic (50)</td>
<td>125</td>
</tr>
<tr>
<td>[2] Monitoring Projects (50/50/75/50)</td>
<td>225</td>
</tr>
</tbody>
</table>

Total 1000

Formal Assessed Activities:

Exams

There will be two exams in various formats, including but not limited to MC, T/F, short answer, and essay. The exam dates are stated on the class schedule uploaded to ecourseware. Final Exam will be submitted to Drop Box.
Class Participation

This class will be hands-on and we will all benefit from class discussions and our collaborative efforts in our study of best practices social media use with various businesses/brands/products, various platforms, and current social media topics. Your class participation and collaboration is not only appreciated, it is expected. It will be graded on a class day by class day basis.

Your Participation Assessment is based on the extent that I can see that you are “getting it” and keeping current with the assigned readings and your personal, external knowledge acquisition of choice. Toward this objective, please come to class prepared and ready to respond if called upon. These are the standards for evaluating your participation:

1. Relevance to the discussion
2. Move the discussion forward – challenge the status quo with new ideas (AKA “out of the box”)
3. Courtesy in discussion – do you respectfully consider ideas offered by classmates?
4. Can you back up your viewpoint with data, research, theory, etc.?

[1] Class Leadership Assignments [SMM Tool Tutorial presentation /Trending Topics discussion]

The world of Social Media Marketing is dynamic – changing daily. In this class, we will be addressing topical areas that are both basic and trending. The class leadership presentations/discussions will be the basis for analyzing each topical area. You will complete one [1] PPT presentation of Tool to be presented to class AND one [1] trending topic small group discussion on the day the related topic is scheduled. You may choose to do your assignments on the same day or different days. Details for these assignments are posted on the class website under “Getting Started.”

[2] Individual Monitoring Projects (4)
You will complete four social media assignments that will help to familiarize you with a variety of social media tools that can be applied in a business communication plan. These exercises will require that you create specific social media accounts for this class (or, in some cases, use accounts you already have). Details for these assignments are posted on the class website under “Getting Started.”

[3] Team Social Media Monitoring Project Proposal / Presentation
We will use social media tools and analytics to analyze how a company/brand (your choice) uses social media to market its products, service, brand, etc., monitor social media conversations about the product/company, and evaluate their social media effect on competitive position. Details are posted on the class website under “Getting Started.”

- Proposal: Choosing the Company, Brand/Product: [3.1] (75 pts)
- Presentation: [3.2] (125 pts)

[4.1] LinkedIn Activity
We will consider our personal brand strategy and begin formalizing it by creating or refining a LinkedIn page. The activity will also require participation in LinkedIn groups and finding (not applying for) job prospects and/or internships. [In class activity; Drop Box submission]
[4.2] Foursquare Activity

We will participate in this location-based social network and give our own University a boost by helping creating a social city guide for the UM area. In addition, we will evaluate the impact our participation has on local business and the brand of our university. [In class activity; Drop Box submission]

All assignments are uploaded to ecourseware before the semester begins. You have ample time to seek any assignment, project/presentation clarification before the due date; therefore, I will not answer questions within 24 hours of a deadline. I encourage you to use the FB group to solicit clarification from your classmates. Unless otherwise noted, all assignments will be submitted as a hardcopy, in class (before we start class), on the day they are due. Please refer to Drop Box Submission in this syllabus.

Course Policies

Professor’s Expectations for the Classroom
In general, it is your responsibility to stay engaged in class lecture/discussion. Don’t be surprised if you are called upon for your insights!

The usual things apply here – arrive on time, don’t do anything to distract those around you, etc. If you want to bring coffee or water with you, by all means do. Don’t spill it!

Use of Digital Technology – No Technology Permitted – TAKE NOTES

Please act like you are on an airplane - power down and stow all of your personal electronic devices during class time.

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
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.

Please DO NOT use the email link in eCourseware to correspond with me. It does not allow me to appropriately respond to you on my digital devices. Email me directly at the above noted account. I will make every effort to respond to your emails within one (1) business day.
Do not email me questions that can easily be answered by reading the syllabus, i.e., what chapters are on the exam?; can I have extra credit?; when is the MMR 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. 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.

Class 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 participation (see “Class Participation” above) will be based on the assumption that you have read all assigned material prior to attending the session in which it is discussed. It should go without saying, please be on time. 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.

Furthermore, I do not tolerate side discussions or disruptive behavior in class. If you are blatantly not paying attention or otherwise disrupting class (other students or myself) you will not receive credit for attending on that particular day. If this is a reoccurring problem, it can drastically reduce your final average.

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. Meeting deadlines is critical to success in business. I suggest you begin now to develop good work habits. Therefore, if there’s a deadline, it’s due. In the case of a truly extenuating circumstance, please let me know as soon as possible. Otherwise, don’t ask for an exception, plan accordingly, and treat this as you would any professional obligation.

If the assignment is due in class, a typed hard copy is expected and will only be accepted at the beginning of class. If the assignment is due to Dropbox, it 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.

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

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.

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

***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.

Additional GOOD Stuff:

Center for Writing and Communication

The Center for Writing and Communication (CWC) is a combined writing and speaking center that provides free, one-on-one and group tutorials to students working on writing and presentation assignments. Located on the first floor of McWherter Library, the CWC can assist you at any stage of the writing/presentation process including brainstorming ideas, revising initial drafts, and developing editing strategies. Whether you are working on a paper, speech, or another type of composition, the CWC’s trained consultants are ready to assist you while preserving the integrity of your work. The CWC is open Monday-Thursday, 9:00-5:00, and Friday, 9:00-noon. Visit the CWC website (www.memphis.edu/cwc) for more information and to schedule an appointment. Walk-in appointments are also welcome. Any questions that you might have for your students can be directed to Will Duffy by emailing cwc@memphis.edu
THE PROFESSIONAL DEVELOPMENT CENTER - http://www.memphis.edu/professional/

The Complete Professional Program has an entire semester of events to help you get the job you want. Deadlines are firm, so don't delay in securing your spot for career boosters.

If you successfully complete four of the five required core modules, you will receive The Complete Professional Program Certificate, our program lapel pin, and a set of business cards. Employers value this certificate and know that you have invested in learning about the important skills that will help you succeed in today's business world.

Our Professional Development Program includes:

- Accounting Careers of Tomorrow
- Against All Odds Luncheon
- Business Etiquette
- Fogelman Fit
- Fogelman Serves
- Futures in Finance
- Moving into Management
- Professionalism First!
- Technology Careers In Business (New for Fall 2014)
- Toastmasters
- Women in Action
- 4Cs Lecture Series—Communication, Creativity, Critical Thinking, and Emotional Control (offered during regular classes)
- Know Good—Do Good—Thrive (offered during selected core classes)

All FCBE students receive the last two components as part of our regular curriculum within Management, MIS, and Marketing core courses.

To receive the Complete Professional Program Certificate, you must register for and complete 4 of the five core training modules below:

- Dining Etiquette
- Fogelman Fit
- Fogelman Serves
- Professionalism First!
- Toastmasters