Course Syllabus
MKTG 4630-001 Social Communication Strategies and Analytics
Fall 2020 M/W REM Hybrid 12:40-2:05
3.0 Credit Hours

Instructor: Dr. Tracy Cosenza (Dr. C)
E-mail: tracy.cosenza@memphis.edu
Office: FCBE #319
Office Hours: Group: Zoom Sessions through email invite
Private: Phone, FB messenger by appointment

This syllabus is a tentative outline for this course. I will make reasonable effort to adhere to it, 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.

COVID-19 Notice – Fogelman College of Business (opens in new window)

Catalog Description:
Integrate social media techniques and trends into business strategy; recognize the advanced principles of social value chain and enterprise systems; formulate actions 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.

Technical Requirements:
We will have live speaker events (6) and live case discussions where we will view and share documents (6) over the course of the semester. You must have the following resources or access to the equivalent:

- Access to internet browser / High speed internet connectivity
- Adequate computing equipment
- Speakers or other audio capability

If you do not have adequate resources, McWherter Library has laptops you can check out for library use (you'll still need a microphone to participate) and the computer labs are open.
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 UofM 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.co
m 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 are purchased through publication website: https://hbsp.harvard.edu/import/740311

You are also required to join the closed Facebook for this course (4630 F20) 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 wants to grow and prosper. Thus, whether for profit or not-for-profit, a business’s existence is to grow while fulfilling its mission in a changing business environment. [When you stop growing, you start dying. William S. Burroughs]. The intersection of growth, mission, and environmental change drives (or should) 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 strategic success in helping to reach specified business objectives and goals. The tracking of objectives is monitored through digital dashboards.

IV. Best Practices “Model” Content Areas
1. Listening
2. Assessing
3. Engaging
4. Integrating
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/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 emerging or even existing 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” and “speak!”

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 a +/- 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>870-899</td>
<td>B+</td>
</tr>
<tr>
<td>830-869</td>
<td>B</td>
</tr>
<tr>
<td>800-829</td>
<td>B-</td>
</tr>
<tr>
<td>770-799</td>
<td>C+</td>
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<tr>
<td>730-769</td>
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<td>700-729</td>
<td>C-</td>
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<td>670-699</td>
<td>D+</td>
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<tr>
<td>630-669</td>
<td>D</td>
</tr>
<tr>
<td>600-629</td>
<td>D-</td>
</tr>
<tr>
<td>Below 600</td>
<td>F</td>
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</tbody>
</table>
*I don’t give grades – I do math. Your final grade must fall within a range to receive that grade, as in, no rounding. 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</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Preparation / Discussion</td>
<td>360</td>
</tr>
<tr>
<td>Analytics Project Assignments</td>
<td>575</td>
</tr>
<tr>
<td>Google Analytics certification</td>
<td>65</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
</tr>
</tbody>
</table>

**List of Formal Assessed Activities**

**Cases (36% of your grade)**

**Case Preparation**

Cases are purchased from the HBR publisher’s website. The link is listed above. You will develop well thought-out answers to the **general case process questions** (the question guide and a “helps” guide 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 uploaded to Dropbox on discussion day, before class discussion 12:30pm. (No late turn in, no exceptions).

**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 virtual 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 (57.5% 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. DO NOT data dump. I expect all submissions to be in a formatted business 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 two 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.

Google Analytics (6.5% of your grade)

You are required to earn your Google Analytics Individual Qualification (GAIQ). This requirement is self-paced and offered free-of-charge from Google Academy. Please refer to the uploaded document to eCourseware for details. If you have already earned you GAIQ, you are required to complete the Power Users course or another certification you may negotiate with me. You can access the course with your same login.

Course Calendar

A course calendar 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 Facebook closed group, 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. Turn on your FB notifications.

Course Policies

Professor’s Expectations for the Classroom

The usual things apply here, even in a virtual environment – arrive on time; don’t do anything to distract those around you, etc. Also, please act like you are on an airplane and power down and stow all of your “other” personal electronic devices during class time. Most of our time together will be discussion-based. Be present in the discussion. That means visibly engaged.

E-mail / Facebook Closed Group

All students are required to maintain and access their University of Memphis (@memphis.edu) 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 reserve this avenue of communication for personal correspondence. DO NOT use the email link in eCourseware to correspond with me.
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.

**Attendance**

Attendance is **mandatory**. Numbers don’t lie. There is a high correlation between students that attend class AND intentionally participate and their performance. This class “meets” in the classroom – 12 days. Students should consider this class as a “job” in the educational process and be present and on time just as they would be elsewhere.

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.

**Late Work / Extra Credit & Add/Drop**

Your assignments must be submitted as indicated in ecourseware. This course is not self-paced. As such, no late assignments will be accepted. In this course, deadlines are taken very seriously. Please do not wait until the last minute to submit assignments as an emergency can happen at any time. This is a professional obligation. Treat it as such. There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus. Further, this course is extremely fast-paced! If you have questions about adding or dropping classes, please refer to this page on the [Registrar’s website (opens in new window)](https://example.com).

**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.

**Syllabus / Calendar Changes**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by posting in the course Facebook group and individual email communication.

**Online Behavior**

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the [Fogelman College’s Netiquette website (opens in new window)](https://example.com).
**Academic Integrity**
The University of Memphis has clear codes regarding cheating and classroom misconduct. These definitions are from the Office of Student Conduct statement about misconduct.

**Plagiarism.** The adoption or reproduction of ideas, words, statements, images, or works of another person as one’s own without proper attribution.

**Cheating.** Using or attempting to use unauthorized materials, information, or aids in any academic exercise or test/examination. The term academic exercise includes all forms of work submitted for credit or hours.

**Fabrication.** Unauthorized falsification or invention of any information or citation in an academic exercise.

Note that using a “solution Manual” is considered cheating. Paying for or otherwise obtaining answers via internet sources is considered cheating. FCBE has outlined their Code of Professionalism for Students and you are expected to review this document carefully. In addition, students should conform to generally accepted standards of “netiquette” while sending e-mail, posting comments to the discussion board, and while participation in other means of communicating online. Specifically, students should refrain from inappropriate and/or offensive language, comments and actions. FCBE has developed its own set of Netiquette Guidelines for online courses and you are expected to review this information carefully. “Turnitin” technology is embedded within the ecoursware system Dropbox option. This electronic detection method evaluates the originality of your ideas as well as the proper use and attribution of sources. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the professor may be penalized or may not be accepted at all. (University of Memphis, Office of Legal Counsel, October 17, 2005). Should I discover evidence of an academic integrity violation, I may take the student conduct process steps, as described on FCBE Standards for Academic Integrity website. If you have questions about academic integrity or plagiarism, you are strongly encouraged to review the FCBE Standards for Academic Integrity website.

**Student Services**

Please access the [FCBE Student Services (opens in new window)] page for information about:

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

**Inclement Weather**

Please note – since this is a REM online class, inclement weather is not an excuse for a missed assignment, except in severe cases of widespread power outages.

**Office for Institutional Equity**

The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault,
dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at oie@memphis.edu or 901.678.2713. Please note that if you make a report to me, I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901.678.2068.

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 FCBE, you need to register prior to starting your internship (no retroactive credit) and have your internship approved by me.

To review the requirements for earning for academic credit:
visit http://www.memphis.edu/professional/internships/academic_credit.php
How to apply for academic internship credit:

visit https://www.memphis.edu/professional/pdfs/internships/how_to_apply.pdf
Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.