Social Media Marketing & Analytics
MBAD 6277 – Spring 2015

Class Hours: Monday 5:30-8:15pm
Classroom: City 902
Office Hours: By Appointment
Phone: 980-355-1333
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REQUIRED READINGS:
- Additional articles will be assigned on a weekly basis via @ElyseBlouin on Twitter.

COURSE OVERVIEW:
Marketing is migrating to online outlets with the rise of social media platforms and importance of search engines to the consumer decision making processes. This class will explore the basics of how businesses can leverage social media, and will delve deeply into focusing on how to best utilize social media to build brand equity and connect with a customer base. Social Media Marketing & Analytics will explore cases where social media has been utilized appropriately and ethically as well as unsuccessfully, have presentations from professionals who utilize social media in their careers, and draw parallels between marketing best practices in traditional and new media. Additionally, the class will delve into where social media platforms can be used as a customer acquisition tool versus a customer relationship management tool.

This course will heavily study analytics for marketing decision. Students will study a suite of applications to collect, process, analyze, and visualize their data for decision making purposes. The course will be very hands-on and will have data-driven projects based on real-world campaigns so students understand how to monitor and optimize their digital marketing programs. The course will culminate in the delivery of a complete social media plan for a real business – including platform selection, goals, and how the success of the campaign will be measured on an ongoing basis.

COURSE OBJECTIVES:
At the end of this course, successful students should be able to:
- Understand how to effectively build a social media marketing campaign for small and large businesses
- Accurately be able to measure success of Social Media campaigns and make marketing decisions based on historical data and anticipated future trends
- Have a solid understanding of the critical role analytics plays in the effectiveness of social media marketing. This will include leveraging data to optimize campaigns, build reports and dashboards, and measure program effectiveness.
• Navigate and create campaigns using contemporary social media platforms
• Use social media as a customer relationship management and customer acquisition tool
• Identify strategy that is conducive to the appropriate market
• Develop a comprehensive social marketing program that complies with overall business objectives and strategy.

EXAMS:
Two examinations will be given during the semester, which will include all lecture material and assigned readings and cases. The tests will be cumulative. The examinations will be scheduled well in advance, and will be given during scheduled class time. Make-up exams will be given only under extreme circumstances with prior approval from the instructor. Students who miss the examination will receive a grade of “0.”

CASES/ASSIGNED READING:
Reading assignments will be sent to students via Twitter (@ElyseBlouin) periodically. Students are required check regularly for class updates. Assigned reading on Twitter will utilize the hashtag #MKTG3230. Additionally, reading from the course text books will be assigned. Students will receive a schedule of the required reading at the beginning of the course, which is subject to change throughout the semester. Students are expected to complete the reading prior to the class period, as course discussions will be based upon the readings, and the contribution will be crucial in the class participation grade.

ASSIGNMENTS:
There will be two assignments, as follows:

1. Individual Paper:
   Students will work in groups of 2 and will be required submit one paper (5-6 pages) regarding a contemporary topic in internet advertising. This can go beyond just Social Media, but must be a current issue happening in the world of technology and the internet. Students must use several sources to detail the topic, and will present the paper for discussion to the class. The schedule for these presentations will be composed on the first day of class.

2. Class Project:
   Each group will develop an integrated social media marketing plan for a true corporation. The plans will include the outlets, release strategy, and any media buying strategy that will be necessary to make the campaign successful. Deliverables will include both a written marketing plan, as well as a presentation that will be pitched to the class.
   OUTLINE: March 23
   PROJECT PAPER: April 27
   PRESENTATION: April 27
GUEST SPEAKERS:
We will have several guests throughout the semester that use social media and the internet in their current careers.

GRADING:
The final grade will be determined on the following weights:

- Class Participation/Attendance: 10%
- Midterm: 25%
- Individual paper: 10%
- Project: 30%
- Final: 25%

Final Grades will be determined as follows:

- A: 90-100
- B: 80 – 90
- C: 70 – 80
- D: 60 – 70
- F: 60 and below

ATTENDANCE:
Students are expected to attend and participate in all class meetings. Class attendance will be taken at every class, and attendance will be factored into the final grade. Should an extreme situation arise, the instructor must be notified prior to the class period. Excessive absence (more than 2 classes missed) will result in failure of the course.

ACADEMIC INTEGRITY:
Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

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.
Social Media Marketing & Analytics
Tentative Course Schedule
Spring 2015

1. January 12: Intro to Social Media
   Assignment: Jab, Jab, Jab Right Hook Chapters 1-2

2. January 19: Dr. Martin Luther King Jr. Day, NO CLASS

3. January 26: Blogging & Microblogging
   Assignment: Jab, Jab, Jab Right Hook Chapters 3-4

4. February 2: Social Networking
   Assignment: Jab, Jab, Jab Right Hook Chapters 5-6

5. February 9: Media Sharing, Social News and Bookmarking
   Assignment: Jab, Jab, Jab Right Hook Chapters 7-8

6. February 16: Ratings, Reviews & Forums
   Assignment: Jab, Jab, Jab Right Hook Chapters 8-9

7. **February 23: Midterm**

8. March 2: Spring Break – NO CLASS

9. March 9: Understanding the Consumer Audience
   Assignment: Jab, Jab, Jab Right Hook Chapters 10-12

10. March 16: Key Performance Indicators
    Assignment: Social Marketology Chapters 1-3

11. March 23: Strategy, Tactics and Practice
    Assignment: Social Marketology Chapters 4-6
    **Project Outline Due**

12. March 30: Paid Social and Content Marketing
    Assignment: Social Marketology Chapters 7-9

    Assignment: Social Marketology Chapters 10-12

    Assignment: Social Marketology Chapter 13

15. April 20: Case Studies & Strategy

16. **April 27: Project Presentations, Final Project Due**

17. May 4: Final Exam, 8:00 - 10:30pm