Social Media Marketing
MBAD 7090-U92
Spring 2012

Class Hours: Wednesday 5:30 – 8:15
Classroom: Uptown 602
Office Hours: Wednesday 5:00 – 5:30, 8:15-8:45 or by Appointment
Phone: 980-355-1333
Email: elyse.blouin@gmail.com

REQUIRED READINGS:
- Additional articles will be assigned on a weekly basis via the class twitter account: @UNCCSocialMedia

COURSE OVERVIEW:

Social media has quickly become trendy in the world of technology and pop culture. Many of us are familiar with using such common forms of social media as Facebook, Twitter, and YouTube in our personal lives. As these sites become more and more popular, savvy business people will need to know how to properly leverage social media for business purposes.

Many of us, being among the first users of the popular Facebook, MySpace, etc, feel that we are experts at using these tools. This class will therefore not explore the basics of how to use these outlets, but will instead focus on how to best utilize social media to build brand equity and connect with a customer base. We will explore cases where social media has been utilized appropriately 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.

COURSE OBJECTIVES:
At the end of this course, successful students should be able to:
- Understand how to effectively build a brand using social media outlets.
- Accurately be able to measure success of Social Media campaigns and return on investment.
- Navigate and create campaigns using contemporary Social media tools, such as Facebook, Twitter, blogs, LinkedIn, YouTube, podcasts, and other forms of interactive media
- Use social media to engage with customers and build customer loyalty programs
• Develop a comprehensive social marketing program that complies with overall business objectives and strategy.

COURSE TOPICS

I. Introduction to Social Media
   a. Introduction to Class
   b. Types of Social Media Outlets

II. Contemporary Social Media:
   a. Engaging with your customers in the form of a conversation
   b. Defining your brand through Social Media

III. Best Practices for Businesses

IV. Rules & Current Legislation Relating to Social Media
   a. Maintaining a responsible presence online
   b. Reputation management

V. Measuring ROI and Effectiveness
   a. Tracking tools
   b. Measuring the effect of branding

VI. Mixing Social and New Media with Traditional Advertising

VII. Trends and Future of Internet and Social Advertising

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 the class Twitter at the beginning of every week. Students are required to follow the Twitter feed regularly for class updates. 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.

Tentative reading schedule:

1. January 11
Assignment:
- Sign up for class Twitter account
- Read Chapters 1-4: The Social Media Marketing Book

2. January 18
   Assignment: Read Chapters 5&6: The Social Media Marketing Book

3. January 25
   Assignment: Read Chapters 7&8: The Social Media Marketing Book

4. February 1
   Assignment: Read Chapters 10 & 11: The Social Media Marketing Book

5. February 8
   Assignment: The Big Book of Social Media: Pgs 19 - 70

6. February 15
   Assignment: Study for Midterm

7. February 22
   Midterm
   Assignment: The Big Book of Social Media: Pgs 71 - 102

8. February 29
   Assignment: The Big Book of Social Media: 103-124

9. March 7 – No Class, Spring Recess

10. March 14
    Assignment: The Big Book of Social Media: 125 - 163

11. March 21
    Assignment: The Big Book of Social Media: 165 - 184
    **Project Outline Due

12. March 28
    Assignment: The Big Book of Social Media: 185 - 203

13. April 4
    Assignment: The Big Book of Social Media: 205 - 267

14. April 11
    Assignment: Finalize Projects

15. April 16
    Presentations
    **Project Paper Due
ASSIGNMENTS:

There will be two individual assignments, as follows:

1. **Individual Paper:**
   Each student will be required to 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. Schedule for these presentations will be composed on the third day of class.

2. **Class Project:**
   Each individual will come up with an integrated internet 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: Due March 21st
   PROJECT PAPER: Due April 18th
   PRESENTATION: Will be given in class on April 18th and 25th

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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation/Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm</td>
<td>25%</td>
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<tr>
<td>Individual paper</td>
<td>10%</td>
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<tr>
<td>Project</td>
<td>30%</td>
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<tr>
<td>Final</td>
<td>25%</td>
</tr>
</tbody>
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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.