

Course Information

Social/Mobile Marketing & Analytics
MKTG 3230-001 (Spring 19)
R 4:00PM – 6:45PM, Friday 339
Course website: canvas.uncc.edu

Instructor Information

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Course Description and Objectives

New digital platforms are changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers. In addition, increase in the Mobile usage has opened numerous new communication channels available for marketers to connect with current and potential customers.

This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and mobile in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now. The emphasis of this course is instead on understanding consumers' social interactions, examining the various social media and mobile channels available to marketers, learning how to build social marketing and mobile strategies, and practicing how to track their effectiveness.

This course consists of three modules. The first module covers strategic dimension of social media marketing and discusses planning process of a social media plan. The second module includes many tactical dimensions of social media such as content marketing and social media advertising. The third module covers mobile marketing concepts and tactics.

Learning Outcomes

Social Media Module

- Understand social media and how this new type of media influences how business and marketing is done
- Understand key principles of “connected consumers” from psychological and sociological perspectives
- Develop skill in using the predominant social media tools for business/marketing communication
- Discover innovative uses for social media in a variety of business areas and processes
- Understand how to use various social media channels to publish and disseminate relevant branded content
- Develop a strategic plan for identifying opportunities for using social media in a company

Mobile Marketing Module

- Outline how mobile strategy shapes the marketing of products and services
- Plan mobile advertising, mobile promotions and location-based marketing
- Evaluate techniques of mobile marketing using strategies such as: target marketing and tracking ROI of customers for business, governmental, and not-for-profits in the global marketplace.

Materials

We will be using a digital textbook, a simulation, external material, and case studies in this course. Instructions for obtaining digital copies of “Mimic Social Simulation”, “Social Media Marketing: Principles and Strategies”, and “Mobile Marketing Essentials” textbooks is posted on Canvas.

Evaluation Breakdown

Here is the breakdown of tasks throughout the course:

Tasks	Dates	Percentage
Exam 1	Feb 7	15%
Exam 2	Mar 21	15%
Exam 3	Apr 18	15%
In-Class Assignments	In-class each week	5%
Quiz	See timetable	10%
Final Project	May 2	15%
Mimic Simulation	See timetable	15%
Presentation	April 25	10%

Exams

There will be three (3) closed book/note exams in this course. The exams will be based upon material covered in class (e.g. lectures, in-class exercises, homework assignments, cases, videos, etc.). The exams will be a combination of multiple choice, True/False, and/or short answer questions. A study guide will be given for each exam. Exams are not cumulative. There will be an optional final exam, and you may wish to take this optional final exam to replace one of the three exams.

Make up policy

As a general policy, there will be no make-up exams. Absence from an exam will only be approved for the following reasons:

- Participation in an authorized University activity (with prior arrangement)
- Confinement due to illness, under a doctor’s care
- Death in the immediate family
- Participation in legal proceedings that requires your presence

Each of the above situations requires an official letter (e.g., from a university official, from a doctor, from a lawyer, or from a funeral director along with supporting evidence of immediate family relationship). I also require a phone number for verification. This policy will be strictly enforced - no exceptions. In the case of makeup exam, it might not be the same as the missed exam.

In-Class Assignment

Each week, either at the beginning of the class or after completion of the lecture, there might be in-class assignments or case study discussions. Active participation in the class assignment is necessary for successful course completion. These assignments should be completed in a group or individually and you should turn them in for credit. *Late submissions are not acceptable under any circumstances.* One lowest scores will be dropped.

Quiz

There will be eleven (11) weekly online quizzes during the course and each student should complete them in between classes. These quizzes are designed to provide an assessment of each week’s topics. Online quizzes will be given through the course Canvas site. Each quiz is due at midnight (11:59PM) of the assigned date in the course timeline. One lowest quiz score will be dropped.

Simulation

An important part of this course is the simulation. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. There are twelve rounds to the simulation. It is likely that you will not do very well for the first round or two, but that is all right. Don't worry. This, combined with the lesson materials, will help prepare you for success in social media marketing. Each team should assign a team leader and I only consider performance of the leader's account for the team score. Simulations are evaluated based on the "conversion" metric in each round.

Final Project

The scope of the team project is to help a client (real or imaginary) develop a social media and mobile marketing strategy and tactics for their company/brand/product(s). The specifics will be discussed later in the semester. You should expect to do the following as part of this project:

- Performing an analysis or audit of the current marketing situation for your client, particularly with respect to their advertising and communications strategies, and focusing on any specific challenges or targets they have identified.
- Identifying the best opportunities for using social media and mobile as part of your client's marketing mix to help them achieve their overarching marketing and business goals.
- Developing clear marketing objectives for the social media and mobile marketing strategy based on the situation analysis and the identified social media marketing opportunities.
- Articulating a social media marketing strategy designed to achieve these objectives.
- Proposing suitable tactics based on the strategy.

Project Presentation

Your team will create and present your social media and mobile marketing plan to meet the above objectives. Each team should present their plan. All teams should have the presentation ready on April 25, and upload it to Canvas. All team members should be present on the presentation day in order to get the presentation points.

Peer Evaluation

In order to ensure all members of each team get their fair share of points in the team works, I am going to ask each team member to evaluate other members on a 0-100 scale, in terms of the effort they put in for the assignments. The individual average will be calculate based on the peer evaluations. The final grade of the group assignment for each student is calculated by this equation:

$[\text{Team Grade} - (\text{Team Grade}) * (100 - \text{Individual Average}) / 100]$.

The peer evaluations are due on May 2 on Canvas.

Class Participation and Attendance

You should participate in class discussions actively, since learning experience will be enhanced while you are engaged with class discussions, and not by passively absorbing concepts. In most of the topics, there might not be a correct answer or solution, but being able to defend your point of view and to see how others analyze and address the issue is critical.

You are expected to be present in class from the beginning of each session till its end. Two late arrivals to the class will be counted as one absence. In addition, ***being absent for more than three sessions will result in significant reduction in your final grade by losing all points of the in-class assignments.***

Grading Policy

Grades will be posted on Canvas within two weeks of a scheduled assignment or exam. It is your responsibility to check the grade to see if it is posted correctly. If you believe the posted grade is a mistake, you must submit a request in writing (email is acceptable) asking me to check your grade within two weeks of when the assignment or exam was posted. As far as rounding is concerned, all grades will be rounded to first decimal place.

Guest Speaker

- We will have guest speakers throughout the semester and I might re-arrange discussion topics based on the scheduled talk. I will announce any potential changes in advance, but there will be no change in the exams or quizzes.

Few Rules

- You are expected to be on time to class, as you would for a real-world business meeting. I ask you treat other students and me with politeness and respect.
- As a courtesy to the instructor and your fellow students, please turn OFF your cell phone ringer during class.
- Last minute computer malfunctions, printer problems, and email mishaps are no excuses for late material. Please be prepared and protect yourself by managing your time and constantly backing up your work in multiple places. Should you have a problem, *you must notify me immediately* and without hesitation. Specifically, if any issue comes up during taking a quiz, you should immediately let me know over email.

Tests/Exams

- Depending on the schedule, exams might at the beginning of the class period or in the second half, and students have the half of the class period to complete the exam. Any student who arrives late will be allowed to begin the test, but will not be allowed additional time after the end of class period. There is no exception to this rule.
- During testing, your use of phones, calculators, laptops, mobile, or any electronic devices is prohibited. I retain the right to remove a student who places any electronic device, PDA, smartphone, iPod, MP3 player, cell phone, mini-laptop, etc. on his/her desk or visible area during an exam.

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.

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.

Course Timetable (subject to change)

Week	Date	Topic	Reading	Quiz * (Due Date)	Mimic Social Rounds** (Due Date)	
Social Media Marketing – Strategic Module ¥						
1	10-Jan	Course Introduction Social Media Revolution	SM Ch. 1	1 (Jan 16)		
2	17-Jan	Connected Customers & Social Interactions	SM Ch. 2	2 (Jan 23)	1 (5%) (Jan 17)	
3	24-Jan	Metrics Strategic Uses	SM Ch. 4 SM Ch. 5	3 (Jan 30)	2 (5%) (Jan 24)	
4	31-Jan	Social Media Audit Managing and Planning Social Media	SM Ch. 3 SM Ch. 6	4 (Feb 6)	3 (5%) (Jan 31)	
5	7-Feb	Exam 1 (chapters 1 to 6) Content Marketing	SM Ch. 7		4 (5%) (Feb 8)	
Social Media Marketing – Tactical Module ¥						
6	14-Feb	Content Marketing	SM Ch. 7 & External Material	5 (Feb 20)	5 & 6 (20%) (Feb 14)	
7	21-Feb	Social Media Advertising	SM Ch. 8 & External Material	6 (Feb 27)	7 & 8 (20%) (Feb 21)	
8	28-Feb	Marketing Research Using Social Media	SM Ch. 10	7 (Mar 13)	9 & 10 (20%) (Feb 28)	
9	14-Mar	Influencer Marketing Social Customer Care	SM Ch. 9 SM Ch. 12	8 (Mar 20)	11 & 12 (20%) (Mar 14)	
10	21-Mar	Exam 2 (chapters 7 to 12) Mobile Audience and Strategy	MM Ch. 1 & 2			
Mobile Marketing Module ¥¥						
11	28-Mar	Mobile Website	External Readings	9 (Apr 3)		
12	4-Apr	Mobile App	MM Ch. 5	10 (Apr 10)		
13	11-Apr	Mobile Advertising & Analytics Location Based Marketing	MM Ch. 6 Ext. Readings	11 (Apr 17)		
14	18-Apr	Exam 3 (Mobile Marketing Material)		12 (Apr 24)		
15	25-Apr	Project Presentation				
	9-May	Optional Final Exam, 2:00PM – 4:30PM				

* Each quiz is due at midnight (11:59PM) of the assigned date.

** Simulation rounds are due at midnight of the assigned day.

** Numbers in parenthesis are the weights that the rounds have in the simulation score

¥ SM stands for Social Media Marketing textbook

¥¥ MM stands for Mobile Marketing Essentials textbook