

# **Social Media Marketing and Analytics**

## **Spring 2019**

**MKTG 3230-090 | Course #24433**

**Class Day & Time:** Thursday 7:00pm – 9:45pm

**Classroom:** Friday 339

**Office Hours:** Thursday 6:30pm – 7:00pm & 9:45 - 10:15pm (Only when requested)

**Instructor:** Shane Fraser

**Email:** sfraser5@uncc.edu

**Phone:** 704-290-9371

### **Course Description:**

**Social Media Marketing (SMM)** is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences.

Unfortunately, today many companies are not preparing for the future of social. It's not that businesses aren't trying; many of them have Facebook, Twitter, LinkedIn or Instagram accounts established. They are present and disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students today who will enter the workforce to just be equipped with general theories and knowledge when it comes to social media marketing. Students will need to know how to utilize new and constantly updated social media marketing strategies for businesses.

### **Course Objectives:**

- How social media has disrupted traditional marketing
- The benefits of and why social media marketing is important
- How to develop their personal brands
- How to create a social media marketing strategy
- Creating and optimizing business profiles on each social network
- Implementing a social media content strategy on each social network
- The benefits of and how to market with blogs, vlogs, podcasts and webinars
- How to launch a social media marketing campaign
- How to create a social media influencer marketing strategy
- Creating an employee advocacy program
- Social media policies and crisis response plans
- Social media advertising on each social network
- Social selling
- Social media analytics and measuring ROI

**Required Course Materials:**

“Essentials of Social Media Marketing,” by Michelle Charello  
Mimic Social Simulation

Instructions for obtaining digital copies of “Essentials of Social Media Marketing” and Mimic Social are located in Canvas or you can register through this link:

<https://home.stukent.com/join/7CD-005>

**Grading Policy:**

Class Participation:	10%
Quizzes:	10%
Midterm Exam	15%
Final Exam	15%
Mimic Simulation	30%
Final Project:	20%

**Grade Distribution:**

A: 90-100  
B: 80-89  
C: 70-79  
D: 60-69  
F: lower than 60

**Attendance/Participation:**

Students are expected to attend and participate in all class meetings. Class attendance will be taken at the beginning and end of each class. Should an extreme situation arise, the instructor must be notified prior to the class period. Unexcused absence (more than 3 classes missed) will result in failure of the course.

**Quizzes:**

There will be 10 weekly online quizzes based on the textbook chapters during the course. Each quiz is due at 11:59pm of the assigned date in the course schedule. One lowest quiz score will be updated to a 100%.

**Exams:**

There will be a total of two exams – one midterm and a final. Exams will cover material from the textbook and topics covered in class. Make-up exams will be given only under extreme circumstances with prior approval from the instructor. Students who miss an exam without approval from the instructor will receive a grade of 0.

**Grade Appeals:**

If you feel a grade was not fair, students may appeal it according to the following:

1. Any appeal must be in writing explaining the reason

2. All appeals must be turned in no later than one week after the exam or quiz

### **Mimic Simulation:**

A very 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 14 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.

### **Final Project, Paper & Group Presentations:**

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

- Perform 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.
- Identify the best opportunities for using social media as part of your client's marketing mix to help them achieve their overarching marketing and business goals.
- Develop clear marketing objectives for the social media marketing strategy based on the situation analysis and the identified social media marketing opportunities.
- Articulate a social media marketing strategy designed to achieve these objectives:
  1. What is the theme and message to be communicated?
  2. Who are the targets?
  3. How will they be reached?
  4. What types of consumer-to-consumer social interactions will be relied on as part of this strategy?
  5. How will target consumers be encouraged to socially interact with other consumers to "spread the word"?
  6. What incentives will be offered?
  7. What ideas do you have for campaigns as part of this strategy?
  8. How will performance be measured and evaluated?

### **Project Presentation**

Your team will create and present your social media marketing plan to meet the above objectives. All teams should have their presentations ready on April 11<sup>th</sup> and email me the PowerPoint presentation and research paper. However, the actual presentation dates might be different, and the order of presentations will be determined at random. All team members are expected to present during a team presentation. In addition to the presentation, each group will submit a 3 to 5-page paper (double or single space) summary of their research.

\*All students must be present for both classes (April 11<sup>th</sup> & 18<sup>th</sup>) and are expected to ask questions of your peer presentations.

**Course Schedule (subject to change):**

Week	Date	Topics	Textbook Chapters	Mimic Simulation	*Quiz
1	Jan 10th	Introduction to Social Media Marketing	ESMM Chapter 1		None
2	Jan 17th	Developing Your Personal Brand & Social Media Strategy	ESMM Chapter 2 & 3		ESMM 1, 2 & 3 Due Jan 23rd
3	Jan 24th	Marketing with Facebook	ESMM Chapter 4		ESMM 4 Due Jan 30th
4	Jan 31st	Marketing with Instagram	ESMM Chapter 5		ESMM 5 Due Feb 6th
5	Feb 7th	<b>Start Mimic Simulation</b>	None	Simulation Round 1 & Analyzing Round 2	None
6	Feb 14th	Marketing with Twitter & Marketing with Snapchat	ESMM Chapter 6 & 7	Simulation Round 3 & Analyzing Round 4	ESMM 6 & 7 Due Feb 20th
7	Feb 21st	Marketing with Pinterest & Marketing with LinkedIn	ESMM Chapter 8 & 9	Simulation Round 5 & Analyzing Round 6	ESMM 8 & 9 Due Feb 27th
8	Feb 28th	<b>Exam 1 (ESMM Chap 1 – 9)</b> Marketing with YouTube	ESMM Chapter 10	Simulation Round 7 & Analyzing Round 8	ESMM 10 Due March 6th
9	Mar 7th	<b>No class - Spring Break</b>			
10	Mar 14th	Blogs, Vlogs, Podcasts and Webinars & Social Media Marketing Campaigns	ESMM Chapter 11 & 12	Simulation Round 9 & Analyzing Round 10	ESMM 11 & 12 Due Mar 20th
11	Mar 21st	Influencer Marketing with Social Media & Employee Advocacy	ESMM Chapter 13 & 14	Simulation Round 11 & Analyzing Round 12	ESMM 13 & 14 Due Mar 27th
12	Mar 28th	Social Media Policies and Crisis Response Plan & Social Media Advertising	ESMM Chapter 15 & 16	Simulation Round 13 & Analyzing Round 14	ESMM 15 & 16 Due April 3rd

13	April 4th	Social Selling & Social Media Analytics and Measuring ROI	ESMM Chapter 17 & 18		ESMM 17 & 18 Due April 10th
14	April 11th	Group Presentations			
15	April 18th	Group Presentations			
16	April 25th	Mobile Marketing, Social Media final discussion			
17	May 2nd	<b>No class - Reading Day</b>			
18	May 9th	<b>Final Exam 8:00 – 10:30pm (ESSM Chapters 10-18)</b>			

\* Each Quiz is due by 11:59pm of the assigned date

### **Guest Speakers:**

We will have guest speakers via video throughout the semester discussing social media, mobile marketing and analytics.

### **Cell phones, Headphones & Computers in class:**

1. The use of smart phones or other communication devices is disruptive and is therefore prohibited during class.
2. Please remember to silence your cell phones at the beginning of every class.
3. Students may use computers during class for note-taking and other class-related work only.

### **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.*

**Accommodations for Disabilities:**

*UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at [704-687-0040](tel:704-687-0040) or visit their office in Fretwell 230.*

**Shane Fraser Bio:**

Shane Fraser founded SNA Today in 2011 with the intent to use his social media expertise as a resource for business owners. Shane has a passion for working with businesses, organizations and individuals to bring them up to speed with the fast-paced market of social media. SNA Today has worked with over 305 clients in 13 states.

Shane is a graduate of Houghton College with his B.S. in Business Administration and an MBA graduate of Alfred University.

Shane was recently awarded Charlotte's Top 30 Under 30 Future Leaders of Charlotte by Elevate Lifestyle.

**Client Awards:**

- 2017 CACCE Communications Excellence Award in the Electronic Category – Union County Chamber of Commerce
- 2016 Professionals Insurance Agents National Excellence in Social Media award – The Ryan Agency
- 2016 Bronze Excellence in Economic Development Award – Monroe-Union County Economic Development