MKT 3230 - 090: SOCIAL MEDIA MARKETING and ANALYTICS
FALL 2017

6:30-9:15 PM, Thursdays
Room 339; Friday Building

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Office: 290-B
Office Hours: By appointment

Required Course Materials

- Text Book: Socialnomics - How Social Media Transforms the Way We Live and Do Business
  2nd Edition
- My Podcasts @assigned websites
- Weekly reading and action assignments as listed on the Schedule of Assignments
- Additional articles will be assigned on a weekly basis via the class Twitter account
  @Booshra_Ahmed or Facebook page www.facebook.com/UNCCSocialMediaCourse

Course Description

Social media is an integral part of the marketing mix these days. Businesses worldwide face a
fundamental change in the ways that consumers interact with brands and each other. Social media
has helped give consumers a voice, connect them with their friends and other like-minded
consumers, and has given them considerable power over marketers and brands. From a marketing
perspective, consumers now have louder voices than they used to, they are more socially connected
than they ever have been, they expect more from brands, and information reaches them faster than
ever before.
In light of these fundamental changes, the overarching goal of this course is to help you learn how to
create a brand presence on these social networks, understand consumers’ social interactions, the
various social media channels available to marketers, how to build social marketing strategies, and
how to track their effectiveness. During this course, you will also be introduced to the various tools
used to listen and engage with consumers, discuss how brands manage healthy communities, learn
techniques used by social media managers to identify influencers, and the various ways to calculate
social media ROI. Social networks to be discussed throughout the semester will include Facebook,
Twitter, Tumblr, Instagram, LinkedIn, etc.

Course Objectives

At the end of this course, successful students should be able to:
- Understand the ways in which business and non-profits use social media marketing to engage
customers
- Understand the foundational vocabulary and terminology of social media marketing and social media analytics as well as the technologies involved in order to effectively communicate tactics, strategies and decisions related to social media marketing.
- Comprehend the changes to marketing processes in a new economy that features interactive technology that allows for engaging customers in dramatically different ways from the past.
- Appreciate the strategic implications, including risks and ethical implications, of social media marketing highlighting its “real time” aspect along with the speed and highly reproducible nature of such communication.
- Critically evaluate a wide variety of commonly used social media and digital marketing tools in order to assess their effectiveness as well as potential risks, limitations and short-comings.
- Analyze social media’s usefulness for businesses as a vehicle for facilitating customer communication and interactions.
- Capably analyze new social media sites or tools that develop in the future and apply them to marketing and business needs or objectives related to developing new markets and sources of revenue.
- Integrating social media into marketing strategies.

**Course Requirements**

Students in MKT 3230 can earn 1000 points total over the course. The total points earned will determine the final grade:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>900 - 1000</td>
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<tr>
<td>B</td>
<td>800 – 890</td>
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<tr>
<td>C</td>
<td>700 – 790</td>
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<tr>
<td>D</td>
<td>600 – 690</td>
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<tr>
<td>F</td>
<td>590 and below</td>
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**Grading:**
The final grade will be determined on the following weights:

- **Class Participation/Attendance**: 10%  
  10*10 = 100 points
- **Quizzes**: 20%  
  2*100 = 200 points
- **Individual paper**: 20%  
  1*200 = 200 points
- **Group Project**: 25%  
  1*250 = 250 points
- **Final**: 25%  
  1*250 = 250 points

**1. Attendance and Participation (10%)**
Attendance is obligatory since 10% of your grade is based upon active engagement and participation in class discussions and exercises. MKT 3230 is highly participatory and interactive. Failure to attend the entire class meeting and failure to actively participate will adversely impact your final grade. It is also worth noting that class attendance is critical to doing well in my course. Advice and interaction related to deliverables/assignments is often part of the class discussion. Missing this critical information will inevitably impact your grade. Should an extreme situation arise, the instructor must be notified prior to the class period. Unexcused absence (more than 2 classes missed) will result in failure of the course.
2. **Quizzes (20%)**
The class will have 2 quizzes. Quizzes will be a combination of definition and a short essay. They are open book, but must be in your own words. A typical quiz will require you to define a few terms and answer one short essay in approximately 30 minutes. You cannot succeed in the quizzes without reading.

3. **Individual Paper - Social Media Marketing Critique and Analysis (20%)**
In a short 3-4 page, double-spaced, 12 point font, and 1 inch margin report (excluding bibliography and references), you will identify and analyze a company's social media marketing presence on Facebook, Twitter, Instagram, and YouTube. As a deliverable, you will develop a professional business report that demonstrates your ability to understand the use of social media to raise awareness, influence desire, encourage trial, facilitate purchase, and create loyalty.

The report will be factual and analytical. Think of this report as the type of report created by a social media consultancy firm before a first meeting with a client. The goal is to assess where the client is in terms of their social media use while providing a sense of what the firm would/could do for them if they were to hire it.

Your paper will be graded on:
- The comprehensiveness of the coverage of the material assigned including what you have read and discussed in the classroom.
- Your ability to apply the material to an organization or activity of your choice
- A coherent perspective on the current and likely impact of the social web on that organization and the broader environment.

4. **Group Project (25%)**
Each group will develop an integrated internet social 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.

The Final Report may not exceed 10 pages (excluding appendices, exhibits, references, and bibliography), double-spaced, 12 point font, and 1 inch margin. Include names of all group members. Your contribution to the Group Project will be evaluated by each member of your group, using a confidential peer evaluation form. Peer evaluation sheet is due on the day of final presentation. Template for evaluation will be provided in the class. Note: peer evaluations will be included in your individual grade for the group project.

The oral presentation will be delivered through PowerPoint. All group members are required to speak during the 20 minutes presentation, followed by 10 minutes Q&A session. Your presentation will be evaluated by the instructor and all your classmates.

5. **Final Exam (25%)**
Final exam will be primarily essay and require you to answer questions in a holistic way based upon the reading, class discussions and course concepts. Make-up exam will be given only under
extreme circumstances with prior approval from the instructor. Students who miss the examination will receive a grade of “0.”

Grade Appeals
If you feel you were graded unfairly or harshly, students may appeal it according to the following guidelines:

- In writing, specify the reason for your appeal.
- Turn in your appeal no later than one week after the paper has been graded.
- The exam in question will be re-graded; note that your grade can go Up or Down due to re-grading.

Cases / Assigned Readings
Aside from the assigned readings on the class schedule, reading assignments will be sent to students via Twitter and Facebook page periodically. Students are required to check regularly for class updates. Assigned reading on Twitter and Facebook will utilize the hashtag #MKTG3230. 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.

Guest Speakers
During the semester we will have guests that are social media experts for their respective organizations.

Classroom Etiquette & Misc.
I will arrive on time, and will not leave the classroom until it is over; students are required to follow the same rule. Electronic devices may be used for note taking only; no phone calls, texting, web browsing allowed when the class is in session.

If you do not feel that this course is adding value, or have questions around the syllabus, and/or the teaching method, please reach out to me (email or in person meeting) to discuss your concerns. I understand that active participation is not possible unless you are fully vested in the course; therefore, I am happy to help with any of your class related issues or questions.

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

In accordance with University policy and in compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” Please notify the instructor during the first week of class of any accommodations needed for the course.

Class Schedule (*subject to change*)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics Covered</th>
<th>Required Reading</th>
<th>Due Dates / Deadlines</th>
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<tbody>
<tr>
<td>Aug 24</td>
<td>▪ Course introduction</td>
<td>Case Study: AA and Jet Blue</td>
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<td></td>
<td>▪ Classroom Exercise (Values &amp; Opinions)</td>
<td>pp: 26-27, 32</td>
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<td></td>
<td></td>
<td>Chapter 1, 2</td>
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<td>Aug 31</td>
<td>▪ Chapter 1, 2 (social media)</td>
<td>Chapter 3, 13</td>
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<td></td>
<td>▪ Case Studies (AA, Jet Blue, PayPal, Academy Award)</td>
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<td>Sep 7</td>
<td>▪ Chapter 3, 13</td>
<td>Chapters 5, 6</td>
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<td></td>
<td>▪ Classroom Exercise</td>
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<tr>
<td>Sep 14</td>
<td>▪ Chapter 5, 6 (consumer analysis)</td>
<td>Chapter 7</td>
<td>Group Project proposal submission due</td>
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<td>Sep 21</td>
<td>▪ Chapter 7 (winners and losers)</td>
<td>Quiz prep</td>
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<td>Sep 28</td>
<td>▪ <strong>Quiz 1</strong> on Chapter 1 - 7</td>
<td>Chapter 8</td>
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<td></td>
<td>▪ Case studies (various social channels)</td>
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<td>Oct 5</td>
<td>▪ Chapter 8 (next steps for organizations)</td>
<td>Chapter 10</td>
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<td>Oct 12</td>
<td>▪ Chapter 10 (social ROI)</td>
<td>Chapter 11, 12</td>
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<tr>
<td>Oct 19</td>
<td>▪ Chapter 11, 12 (recipe for success)</td>
<td>Quiz prep</td>
<td>Individual paper due</td>
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<tr>
<td>Oct 26</td>
<td>▪ <strong>Quiz 2</strong> on Chapter 8 and 10</td>
<td>Chapter 13</td>
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<td>Nov 2</td>
<td>▪ Chapter 13</td>
<td>Chapter 14, 15</td>
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<td>Nov 9</td>
<td>▪ <strong>Guest Speaker</strong></td>
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<td>Group Project written report due</td>
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<td>▪ Chapter 14, 15 (social for B2B &amp; B2C)</td>
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<td>Nov 16</td>
<td>▪ <strong>Group Project Presentation</strong></td>
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<td>Date</td>
<td>Events</td>
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<td>Nov 30</td>
<td>Group Project Presentation</td>
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<td>Wrap Up</td>
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<td>Dec 7</td>
<td>Final Exam  prep</td>
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<td>Final Exam</td>
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**Instructor Bio**

Ms. Ahmed has over 19 years of corporate and ‘Big 4’ consulting experience in Enterprise Social Media, Digital Marketing, Global Corp Social Responsibility, Global Human Resources, Finance & Administration Technology Services, and ERP (PeopleSoft, Oracle, SAP), together with Executive MBA from Harvard Business School.

Her experience includes senior leadership and management positions in both Information Technology and Business Service Delivery. Currently, she is in charge of the overall strategy development and execution for Bank of America’s Enterprise Social Media and Digital Marketing Technology platforms that support 2.3M Facebook Likers, 411K Twitter Followers, and 30M YouTube views as of 3Q of 2015. Bank of America is #2 on the “Power 100 Banks Using Social Media”.

Prior to joining Bank of America, Ms. Ahmed was with Duke Energy Corporation and Accenture.