Course Description:
The world of social media is always evolving, growing in creativity and opportunity. People use networks like Facebook, Instagram, Twitter, Snapchat every single day for hours, but how can companies best leverage those audiences? During this class, you will learn how to identify company goals, develop social strategies and implement those strategies through the most recent, up to date platforms. You will manage social conversations real time, look over analytics and ultimately take each “client” to the next level in the Mimic Social Simulation. 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.

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 channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover some relevant related aspects in digital marketing more broadly, including emerging topics in electronic commerce and mobile marketing.

Course Objectives:
- Understand the business opportunity of each social network
- Learn to unpack business analytics of each platform
- Build holistic social strategy, unique to meet client needs
- Hear from industry professionals to identify industry opportunities
- Build real time social media management experience
- Learn how mobile strategy shapes the marketing of products and services
**Required Course Materials:**
Please purchase the following license keys from the bookstore:
Social Media Marketing: Principles and Strategies
Mimic Social Simulation
Mobile Marketing Essentials Chapters 1 & 2

**Grading Policy:**
- Class Participation: 10%
- Quizzes: 10%
- Exam 1: 10%
- Exam 2: 10%
- Final Exam: 15%
- Mimic Simulation: 25%
- 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 of each class. 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.

**Quizzes:**
There will be 14 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 dropped.

**Exams:**
There will be a total of three exams - two midterms 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 eight 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:**
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:

- 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 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 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:
  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?

Teams will be made and will create and present your social media marketing plan to meet the above objectives. Presentations will happen at the end of the semester. All team members are expected to present during a team presentation.

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Textbook Chapters</th>
<th>Mimic Simulation (In class)</th>
<th>*Quiz</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 10th</td>
<td>Course Introduction &amp; Social Media Revolution</td>
<td>SMM Chapter 1</td>
<td>SMM 1 Due Jan 16&lt;sup&gt;th&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jan 17&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Connected Customers &amp; Social Interactions</td>
<td>SMM Chapter 2 MME Chapter 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Chapter</td>
<td>Simulation/Analyzing</td>
<td>Due Date</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------</td>
<td>---------------</td>
<td>-----------------------------------</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>Jan 24th</td>
<td>Social Media Audit</td>
<td>Communications Strategy</td>
<td>SMM Chapter 3</td>
<td>How to use Mimic Simulation</td>
<td>SMM 2</td>
</tr>
<tr>
<td>Jan 24th</td>
<td>Social Media Audit</td>
<td>Communications Strategy</td>
<td>MME Chapter 2</td>
<td>Simulation Round 1 &amp; Analyzing Round 1</td>
<td>MME 1</td>
</tr>
<tr>
<td>Jan 31st</td>
<td>Social Media Metrics</td>
<td></td>
<td>SMM Chapter 4</td>
<td>Simulation Round 1 &amp; Analyzing Round 1</td>
<td>SMM 3</td>
</tr>
<tr>
<td>Feb 7th</td>
<td>Strategic Usage of Social Media and Strategy Planning</td>
<td>SMM Chapter 5</td>
<td>Simulation Round 2 &amp; Analyzing Round 2</td>
<td>SSM 4</td>
<td></td>
</tr>
<tr>
<td>Feb 14th</td>
<td>Exam 1 (SMM Chap 1 – 5 &amp; MME Chap 1-2) Managing &amp; Planning Social Media</td>
<td>SMM Chapter 6</td>
<td>Simulation Round 3 &amp; Analyzing Round 3</td>
<td>SMM 5</td>
<td></td>
</tr>
<tr>
<td>Feb 14th</td>
<td>Exam 1 (SMM Chap 1 – 5 &amp; MME Chap 1-2) Managing &amp; Planning Social Media</td>
<td>SMM Chapter 6</td>
<td>Simulation Round 3 &amp; Analyzing Round 3</td>
<td>SMM 5</td>
<td></td>
</tr>
<tr>
<td>Feb 21st</td>
<td>Content marketing</td>
<td></td>
<td>SMM Chapter 7</td>
<td>Simulation Round 4 &amp; Analyzing Round 4</td>
<td>SMM 6</td>
</tr>
<tr>
<td>Feb 28th</td>
<td>Social media advertising</td>
<td></td>
<td>SMM Chapter 8</td>
<td>Simulation Round 5 &amp; Analyzing Round 5</td>
<td>SMM 7</td>
</tr>
<tr>
<td>Mar 7th</td>
<td>No class</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar 14th</td>
<td>Influencer marketing – Create Groups for Final Project</td>
<td>SMM Chapter 9</td>
<td>Simulation Round 6 &amp; Analyzing Round 6</td>
<td>SMM 8</td>
<td></td>
</tr>
<tr>
<td>Mar 21st</td>
<td>Exam 2 (Chapters 6 – 9) Marketing research using social media</td>
<td>SMM Chapter 10</td>
<td>Simulation Round 7 &amp; Analyzing Round 7</td>
<td>SMM 9</td>
<td></td>
</tr>
<tr>
<td>Mar 28th</td>
<td>New product development</td>
<td></td>
<td>SMM Chapter 11</td>
<td>Simulation Round 8 &amp; Analyzing Round 8</td>
<td>SMM 10</td>
</tr>
<tr>
<td>Apr 4th</td>
<td>Managing customers</td>
<td></td>
<td>SMM Chapter 12</td>
<td></td>
<td>SMM 11</td>
</tr>
<tr>
<td>Apr 11th</td>
<td>Expert Session &amp; Work on Group Presentations</td>
<td></td>
<td></td>
<td>SMM 12</td>
<td></td>
</tr>
<tr>
<td>Apr 18th</td>
<td>Group Presentations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 25th</td>
<td>Group Presentations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 2nd</td>
<td>No class - Reading Day</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 9th</td>
<td>Final Exam 8:00 – 10:30pm (Chapters 10 – 12)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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 & 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 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 240 clients in 13 states and 2 countries.

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

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