MKTG 345
SOCIAL MEDIA MARKETING
FALL 2017
MWF 12-12:50 p.m.

Professor: Jessica Munday
Office Hours: By appointment
Phone: (843) 708-8746
Email: jessica@trio-solutions.com

Textbook:

Social Media Marketing (2nd Edition) by Tracy L. Tuten & Michael R. Solomon

Course Description & Objectives

This course will cover how social media can be incorporated into a company’s marketing mix in order to achieve marketing goals. The course will focus on understanding the characteristics of social media channels, how to use them and how to track their effectiveness.

The objectives of this course:

1. To understand the foundation of social media marketing and how to incorporate into marketing strategies.
2. To learn about the four zones of social media and how each impacts customer relationships, as well as the risks associated with social media use.
3. To develop a social media marketing plan for a company/brand/event/project.
4. To learn how to track effectiveness of social media campaigns using appropriate metrics.

Instructional Strategies:

The instructional strategy of this course is to integrate theory with real-world application that will be accomplished through a combination of components, each of which adds to the learning experience. The course will include the following teaching methods:

- On-campus presentation that will introduce social media marketing topics
- Course readings that support class meetings and discussions
- Real-world news readings that also support class meetings, discussions and journal projects
- Team journals showcasing real-world examples of social media marketing
• Group assignment to develop a social media marketing plan as a team
• Class presentation of real-world social media news and/or academic study

Classroom instruction will be comprised primarily of presentations providing an overview of social media marketing, group exercises, class readings, discussion and participation. You are expected to read assignments prior to the class meeting for which they are assigned and contribute real-world examples for class discussion. The value of discussion will be heavily influenced by the preparation and performance of each of us. Everyone is expected to contribute.

Assignments/Requirements:

Chapter readings (INDIVIDUAL):
It is expected that students read the assigned readings each week. Weekly reading assignments are the foundation for discussion and class participation. Not reading the textbook will hinder students’ ability to actively and knowledgably contribute to the class.

Weekly journal assignments (TEAM):
Students will be expected to keep a journal of real-world social media marketing examples. Each week team members will be responsible for identifying a real-world social media marketing example and journal about their findings. Examples can be sponsored ads, tweets, snaps, stories, posts, traditional ad promoting social interaction, etc. Journal entries should be kept in a PowerPoint template and submitted at the end of the semester. Teams will be expected to present their journal to the class each week. Participation in this area is worth 25 percent of your semester grade.

Each journal entry should include the following information:

• Name of organization = such as Coca-Cola
• Type of social media medium = Snapchat
• Target market = Millenials, Baby Boomers, Teenagers, Etc.
• Description = This example of social media marketing was published on XYZ. Its purpose seems to be to encourage the use of product ABC. This example is <serious, humorous, political, etc.>. This example links to a website with a call to action to do _______.
• Personal thoughts on example

Please include an image or link to complement your journal entry.

Social media marketing plan (TEAM):
Each student will be part of a team for the semester. You will work with this team on the weekly journal assignment and will be expected to write a social media marketing plan
due at the end of the semester. Teams will be determined the first week of class. The first order of business for each group will be to organize themselves, choose group roles and leadership, and select a business for their plan. Business options will be provided by the instructor for each group to select. Teams will be able to submit a draft plan for instructor review/feedback three weeks prior to the final due date. This is not required but encouraged in order to help achieve a higher grade. This project is worth 25 percent of your grade.

Sample Outline for Social Media Marketing Plan:
Executive Summary
Situational Analysis
Competitive Assessment
Target Audience
Platform Identification
Goals & Tactics
Budget
Timeline / Editorial Calendar
ROI Measurement

Individual news reporting or academic study overview (INDIVIDUAL):
Just as social media has many advantages; there are many disadvantages that come with the use of social media as well. Addiction, PR issues, pornography, mental health issues are just a few. Each student will be required to identify one news story or academic study that highlights the risks associated with social media. The student will be required to present their findings to the class. Presentation will be 10-15 minutes in a public speaking format in front of the class. Grades will be determined based on a presentation rubric that will be provided on the first day of class.

Method of Evaluation:

<table>
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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Weekly journal assignment</td>
<td>25%</td>
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<tr>
<td>Mid-term exam</td>
<td>25%</td>
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<tr>
<td>Social media marketing plan</td>
<td>25%</td>
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<tr>
<td>Individual news reporting project</td>
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Grades are based on College of Charleston’s grading scale:
http://registrar.cofc.edu/grades/

School of Business Learning Goals

1. Communication Skills: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
2. **Quantitative Fluency:** Students will demonstrate competency in logical reasoning and data analysis skills.

3. **Intellectual Innovation and Creativity:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

4. **Synthesis:** Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

**General Policies**

**Academic Honesty Policy:** Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code at College of Charleston that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

**Students with Disabilities:** If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please contact me about proper accommodations.

**Course Schedule:**

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<tr>
<th>Date / Topic / Reminders</th>
<th>Assignment</th>
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<tr>
<td><strong>Week of Aug. 21 – Week 1</strong></td>
<td>• Read Chapter 1 – The Horizontal Revolution</td>
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<td>• Introductions</td>
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<td>• Review of syllabus</td>
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<td>• Team formation</td>
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<td>• Team time</td>
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<td>• Textbook review</td>
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<td><strong>Week of Aug. 28 – Week 2</strong></td>
<td>• Read Chapter 2 – Social Media Marketing Strategy</td>
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<tr>
<td>• Social Media Overview</td>
<td>• Weekly journal #1</td>
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<tr>
<td>• Weekly journals begin (Mon.)</td>
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<tr>
<td><strong>Week of Sept. 4 – Week 3</strong></td>
<td>• Read Chapter 3 – Social Consumers</td>
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<tr>
<td>• Social Media Marketing Strategy</td>
<td>• Weekly journal #2</td>
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| Week of Sept. 11 – Week 4 | • Social Consumers  
• Know Your Market | • Read Chapter 4 – Network Structure & Group Influence  
• Weekly journal #3 |
|--------------------------|-----------------|----------------------------------|
| **Week of Sept. 18 – Week 5** | • Network Structure & Group Influence | • Read Chapter 5 – Social Community  
• Weekly journal #4 |
| **Week of Sept. 25 – Week 6** | • Social Community | • Read Chapter 6 – Social Publishing  
• Weekly journal #5 |
| **Week of Oct. 2 – Week 7** | • Social Publishing  
• Oct. 6 – Team time | • Read Chapter 7 – Social Entertainment  
• Weekly journal #6 |
| **Week of Oct. 9 – Week 8** | • Social Entertainment | • Read Chapter 8 – Social Commerce  
• Weekly journal #7 |
| **Week of Oct. 16 – Week 9** | • No class on Oct. 16 (Fall Break)  
• Social Plan Businesses Selected (Wed.)  
• Mid-Term Grades Due (Fri.) | • Weekly journal #8 |
| **Week of Oct. 23 – Week 10** | • Social Commerce  
• Oct. 27 – Team time | • Read Chapter 9 – Social Media for Consumer Insight  
• Weekly journal #9  
• Draft plan |
| **Week of Oct. 30 – Week 11** | • Social Media for Consumer Insight | • Read Chapter 10 – Social Media Metrics  
• Weekly journal #10  
• Work on draft plan |
| **Week of Nov. 6 – Week 12** | • Social Media Metrics | • Weekly journal #11  
• Work on draft plan  
• Deadline to submit draft plan for feedback from instructor (Fri.) |
| **Week of Nov. 13 – Week 13** | • Social Media Plan Overview – Classroom time to work on team plan | • Weekly journal #12  
• Work on draft plan |
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<th>Week of Nov. 20 – Week 14</th>
<th>Work on journal project and individual projects (Mon.)</th>
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<tr>
<td>• Monday only class this week</td>
<td>• Prepare for class presentations</td>
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<tr>
<td>• No class on Nov. 22 &amp; 24 (Thanksgiving Holiday)</td>
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<th>Week of Nov. 27 – Week 15</th>
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<tr>
<td>• Final class presentations begin (Mon., Wed. &amp; Fri.)</td>
<td>• Prepare for class presentations</td>
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<tr>
<th>Week of Dec. 4 – Week 16</th>
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<tr>
<td>• Final class presentations (Mon., Wed. &amp; Fri.)</td>
<td>• Prepare for class presentations</td>
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<tr>
<td>• Final grades due (Dec. 15)</td>
<td>• Team journals due (Fri.)</td>
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<tr>
<td>• Team plans due (Fri.)</td>
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