**COLLEGE OF CHARLESTON**  
**SCHOOL OF BUSINESS**  
**MKTG 345-01 SOCIAL MEDIA MARKETING**  
**SPRING 2018**  
MW 2-3:30 p.m. | Education Center Rm. 108

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

**Textbook:**

*No textbook needed. Curriculum will be based on social media channel resources and current news.*

**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 understand and appreciate the benefits and risks associated with society’s use of social media.
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
- Video showings that complement class topics and discussions
- Real-world news readings that also support class meetings, discussions and journal projects
- Individual journals showcasing real-world examples of social media marketing
- Group assignment to develop a social media marketing plan as a team
- Group 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:**

**Article 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 articles provided will hinder students’ ability to actively and knowledgeably contribute to the class.

**Weekly journal assignments (INDIVIDUAL):**
Students will be expected to keep a journal of real-world social media marketing examples. Each week, you will be responsible for identifying a real-world social media marketing example and journal about your 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 for a final grade. One student will be expected to present his/her journal entry to the class each week. Participation in this area is worth 20 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 = Millennials, 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 (GROUP):**
Each student will be part of a team for the semester. You will work with this team on the news/study assignment (see below) 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 topic 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 20 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 (GROUP):**

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 team will be required to identify one news story or academic study that highlights the risks associated with social media. Each group will be required to present their findings to the class at the end of the semester. Presentation will be 20-30 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:**

Weekly journal assignment 20%  
Mid-term exam (Multiple choice) 25%  
Social media marketing plan 20%  
News reporting project 20%  
Attendance/participation 15%

Grades are based on College of Charleston’s grading scale:  
[http://registrar.cofc.edu/grades/](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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<thead>
<tr>
<th>Date / Topic</th>
<th>Assignments</th>
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| **Mon., Jan. 8**  |● Introductions  
● Review of syllabus  
● Form teams |
|               |● Read article  
● “Like” class Facebook page |
| **Wed., Jan. 10** |● Marketing Recap - where does social media fit in? |
|               |● Read article  
● Start weekly journals |
| **Mon., Jan. 15** |● NO CLASS - MLK |
| **Wed., Jan. 17** |● Social Media Overview Pt. 1 |
|               |● Read article  
● Weekly journal |
| **Mon., Jan. 22** |● Social Media Overview Pt. 2 |
|               |● Read article  
● Weekly journal  
● Journal show and tell (2 students) |
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<thead>
<tr>
<th>Date</th>
<th>Activities</th>
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| Wed., Jan. 24| - Facebook  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Mon., Jan. 29| - Facebook  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Wed., Jan. 31| - Twitter  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Mon., Feb. 5 | - Twitter  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Wed., Feb. 7 | - Instagram  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Mon., Feb. 12| - Instagram  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Wed., Feb. 14| - LinkedIn  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Mon., Feb. 19| - LinkedIn  
               - Read article  
               - Weekly journal  
               - Journal show and tell (2 students) |
| Wed., Feb. 21| - YouTube  
               - Mid-term study guide provided  
               - Journal show and tell (2 students) |
| Mon., Feb. 26| - Mid-Term Review  
               - Study |
<p>| Wed., Feb. 28| - Mid-Term Exam |</p>
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<tr>
<th>Date</th>
<th>Activities</th>
<th>Special Instructions</th>
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<tr>
<td>Mon., Mar. 5</td>
<td>Group time - discuss projects</td>
<td>None</td>
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<tr>
<td>Wed., Mar. 7</td>
<td>Group time - discuss projects</td>
<td>None</td>
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<td>Mon., Mar. 12</td>
<td>Snapchat</td>
<td>Read article, Weekly journal, Journal show and tell (2 students)</td>
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<td>Wed., Mar. 14</td>
<td>Pinterest</td>
<td>Read article, Weekly journal, Journal show and tell (2 students)</td>
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<td>Mon., Mar. 19</td>
<td>培</td>
<td>No class - Spring Break</td>
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<td>Wed., Mar. 21</td>
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<td>No class - Spring Break</td>
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<tr>
<td>Mon., Mar. 26</td>
<td>How to develop a plan (Pt. 1)</td>
<td>Read article, Weekly journal, Journal show and tell (2 students)</td>
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<td>Wed., Mar. 28</td>
<td>How to develop a plan (Pt. 2)</td>
<td>Read article, Weekly journal, Journal show and tell (2 students), Submit instructor topic for group “dark side of social” presentation. Due by 9 p.m. via email.</td>
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<td>Mon., Apr. 2</td>
<td>Social Ads</td>
<td>Read article, Weekly journal (Last week), Journal show and tell (2 students)</td>
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<td>Wed., Apr. 4</td>
<td>Insights / Metrics</td>
<td>Read article, Submit weekly journals (PPT / Slides) to instructor. Due by 9 p.m. via email.</td>
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