MKTG 345 SOCIAL MEDIA MARKETING  
Summer 2017  
Distance Education Course

Professor: Dr. Ya You  
Office Hour: online chat appointments by request only  
Email: youy@cofc.edu

Course Materials

- Textbook: *Social Media Marketing* by Tracy L. Tuten & Michael R. Solomon. Pearson
- OAKS: lectures, required readings, assignments, quizzes, exams and grades will be posted on OAKS
- Required Software: Internet browser (e.g., Internet Explorer, Firefox, Safari, Google Chrome), Adobe Reader, Microsoft Word, Google Hangout (for online chat purpose)
- Required Hardware: Computer with high speed internet access, sound card, microphone, and external speakers

Please note that it is your responsibility to master OAKS functions (content, quizzes, dropbox etc.), and required software / hardware applications for online course learning.

Course Description and Objectives

This course includes advertising, marketing, and communications strategies in the new media landscape where traditional and social media co-exist. The primary focus of this course is to understand the characteristics of social media, how to develop social media marketing strategies, and how to track their effectiveness. The objectives of this course:

1. To understand the characteristics of social media and how four zones of social media impact on firm performance and customer relationship;
2. To evaluate social media strategies used by companies and learn why some marketing communication strategies succeed but others fail;
3. To learn how to measure the effectiveness of a social media campaign using appropriate metrics for tracking campaign performance.

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. Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
4. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
5. 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.
**Online Course Study Tips**

It is essential that you stay up-to-date with this course. I will post/send due dates and reminders of assignments via OAKS announcement or email, but it is your responsibility to make sure you do not get behind. Please note that assignments turned in later than the scheduled due date will NOT be accepted.

- Expect to spend about 8 hours per week viewing lectures, preparing assignments, taking quizzes, and studying for exams.
- Regularly check the course OAKS page. I recommend logging in at least four days per week.
- Regularly check the course Q&A Board. I recommend checking the board when you first log in, and before you log out.
- Ask questions related to course content and readings as they arise.

**Communication and Participation**

Communication is an essential part of learning and is especially important for success within a distance education course. For general questions that maybe benefit the whole class, you can post on Q&A Board. For personal questions, you can send me an email. I will reply to your questions within 24 hours on weekdays and 48 hours on weekend. If you need to arrange a time to talk with me, I am available via Skype. Please email me to arrange an appointment in advance.

You are expected to participate by responding to the instructor's questions as well as to provide comment on the responses of your classmates.

**Technical Issues**

Student OAKS tutorials are available on the OAKS webpage. If you have any problems related to the functioning of this course, please contact me immediately at youy@cofc.edu. If you have any technical problems, please contact the IT Helpdesk at (843) 953-3375 or Helpdesk@cofc.edu and Student Computing Support Desk at (843) 953-8000 or studentcomputingsupport@cofc.edu.

Please note that computer failure/unavailability does not constitute an excuse for not completing/submitting work by the due date.

**Grades**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>33%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>33%</td>
</tr>
<tr>
<td>Projects (20 points*2)</td>
<td>40</td>
<td>13%</td>
</tr>
<tr>
<td>Quizzes (20 points *2)</td>
<td>40</td>
<td>13%</td>
</tr>
<tr>
<td>Lecture Exercises (4 points *5)</td>
<td>20</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100%</td>
</tr>
</tbody>
</table>
Grades for this course will be assigned on the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
<th>C</th>
<th>C-</th>
<th>D</th>
<th>F</th>
</tr>
</thead>
</table>

**Exams (200 points=100 points *2)**

There will be two non-cumulative exams. All the exams will consist of multiple choice and T/F questions. Normally, there are 30 multiple choice questions and 10 T/F questions for each exam. The exam must be taken on the scheduled date and time. **No make-up exam** will be offered except for documented emergencies. You will have one attempt and one hour to take the exam on OAKS.

**Projects (40 points=20 points *2)**

There will be 2 individual projects based on HBR cases. The case questions are designed to test your understanding about how social media marketing is applied in the real business world. Students will answer the assigned questions after reading the cases. This is designed to provide students with real hands-on experience to solve social media marketing-related problems, evaluate media strategies and make media-decisions.

Please note that the link to purchase HBR cases: [http://cb.hbsp.harvard.edu/cbmp/access/64524053](http://cb.hbsp.harvard.edu/cbmp/access/64524053)

**Quizzes (40 points=20 points*2)**

There will be 2 quizzes. Quizzes will contain multiple choice and true/false questions related to the relevant chapters and assigned readings. You will have 15 minutes to complete each quiz and only one attempt. Quizzes are designed to help you assess your mastery of the material and expose you to the type of questions you may expect to see on exams. All quizzes must be individual efforts.

**Lecture Exercises (20 points=4 points*5)**

There will be an exercise for each lecture module. You will answer these questions on the discussion board. A guideline for each exercise will be posted on OAKS.

**General Policy**

**Academic Honesty Policy**

Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code at CofC 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.
Tentative Course Outline*

* Changes to the syllabus may be made to reflect the needs of the class. It is the students’ responsibility to stay aware of any changes made.

<table>
<thead>
<tr>
<th>Module</th>
<th>Topics</th>
<th>Required Reading</th>
<th>Assignment/Due Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Jun 1-7)</td>
<td>Course Overview&lt;br&gt;The Horizontal Revolution&lt;br&gt;Social Consumers</td>
<td>• Lecture/ Slides (textbook: Chapters 1+3)&lt;br&gt;• Additional readings posted online&lt;br&gt;• HBR case: Sephora Direct</td>
<td>• Project 1 (based on HBR case: Sephora Direct)&lt;br&gt;• Group Introduction assignment&lt;br&gt;• Exercise 1&lt;br&gt;DUE: Wed, Jun 7 (11 pm)</td>
</tr>
<tr>
<td>2 (Jun 8-13)</td>
<td>Digital Communities&lt;br&gt;Social Community</td>
<td>• Lecture/ Slides (textbook: Chapters 4+5)&lt;br&gt;• Additional readings posted online&lt;br&gt;• Exam 1 review guideline</td>
<td>• Quiz 1&lt;br&gt;• Exercise 2&lt;br&gt;DUE: Tues, Jun 13 (11 pm)</td>
</tr>
<tr>
<td>3 (Jun 14)</td>
<td>Exam 1</td>
<td></td>
<td>DUE: Wed, Jun 14 (7am-11 pm)</td>
</tr>
<tr>
<td>4 (Jun 15-21)</td>
<td>Social Publishing&lt;br&gt;Social Entertainment</td>
<td>• Lecture/ Slides (textbook: Chapters 6+7)&lt;br&gt;• Additional readings posted online&lt;br&gt;• HBR case: Ford Fiesta</td>
<td>• Project 2 (based on HBR case: Ford Fiesta)&lt;br&gt;• Exercise 3&lt;br&gt;DUE: Wed, Jun 21 (11 pm)</td>
</tr>
<tr>
<td>5 (Jun 22-27)</td>
<td>Social Commerce&lt;br&gt;Social Media for Consumer Insights</td>
<td>• Lecture/ Slides (textbook: Chapters 8+9)&lt;br&gt;• Additional readings posted online&lt;br&gt;• Exam 2 review guideline</td>
<td>• Quiz 2&lt;br&gt;• Exercise 4&lt;br&gt;DUE: Tues, Jun 27 (11 pm)</td>
</tr>
<tr>
<td>6 (Jun 28)</td>
<td>Exam 2</td>
<td></td>
<td>DUE: Wed, Jun 28 (7am-11pm)</td>
</tr>
</tbody>
</table>