

Topics in Art and Technology
Self Branding Through Social Media
ATEC 4370.011
Spring 2013
Professor: Nico Smith

Instructor Contact Information:

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ATEC 4340: _____ (Subject) _____.
- **Twitter:** Without question, the FASTEST way to get a hold of me is Twitter.
 - **@drnicomartini**
 - Please use the hashtag **#atec4370**
 - If you don't know what any of that means... don't worry... you will...

Course Description: This course introduces students to the multiply elements of E-Marketing. Emphasis is on tools and techniques appropriate for designing and running an actual E-Marketing campaign.

Learning Outcomes:

- Introduce students to the new ways the web has changed the rules of marketing and PR, Social Media Marketing techniques, Search Engine Optimization and Search Engine Marketing
- Introduce specific principles regarding the “new rules” of marketing online
- Introduce students to principles of listening first and responding, utilizing
- Teach students how to design and facilitate a real world E-Marketing campaign by using a client
- Introduce students to current tools in the E-Marketing space
- Create portfolio piece

Required Texts:

The following texts for the class are required. Students are expected to complete weekly readings before class:

[Me 2.0, Revised and Updated Edition: 4 Steps to Building Your Future](#) by [Dan Schawbel](#) (10/10)

[The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career](#) by [Reid Hoffman](#) and [Ben Casnocha](#) (2/12)

[To Sell Is Human: The Surprising Truth About Moving Others](#) by [Daniel H. Pink](#) (12/12)

[Crush It!: Why NOW Is the Time to Cash In on Your Passion](#) by [Gary Vaynerchuk](#) (10/09)

If at all possible... BUY THESE ONLINE. Seriously....

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Class Calendar

Week 1 – January 14th- January 20th

Class and instructor introductions, course objectives, previous experience

Weekly Tasks:

Reading: Me 2.0 (Section 1)
Discussions
Review Course Project
Read Syllabus
Power Searching with Google

Week 2 – January 21st – January 27th

Developing the Brand You

Weekly Tasks:

Reading: Me 2.0 (Section 2)
Power Searching with Google
Discussions
Links as posted
Assignment: Meyer Briggs Test
Assignment: Twitter, LinkedIn, Facebook, Blog

Week 3 – January 28th- February 3rd

Are you an Entrepreneur?

Weekly Tasks:

Reading: Me 2.0 (Section 3)
Power Searching with Google
Discussions
Links as posted
Assignment: Measure of Entrepreneurial Aptitude Test
Assignment: Set up hootsuite - Post screenshot

Week 4 – February 4th- February 10th

What's your plan?

Weekly Tasks:

Reading: The Start-up of You (Section 1-3)
Power Searching with Google
Discussions
Links as posted
Assignment: TBD

Week 5 – February 11th- February 17th

Introduction to the tools available

Weekly Tasks:

Reading: The Start-up of You (Section 4 & 5)

Power Searching with Google

Discussions

Links as posted

Assignment: TBD

Week 6 – February 18th- February 24th

Your home base, your blog

Weekly Tasks:

Reading: The Start-up of You (Section 6 & 7)

Power Searching with Google

Discussions

Links as posted

Assignment: Optimize one blog post

Midterm Week – February 25th- March 3rd

Mid-term Exam - **DUE MIDNIGHT- March 3rd**

Week 7 – March 4th- March 10th

Setting up your listening station

Weekly Tasks:

Reading: To Sell is Human (Section 1)

Power Searching with Google

Discussions

Links as posted

Assignment: Set up listening station - Post screenshot

SPRING BREAK: March 11th- March 17th

Week 8 – March 18th- March 24th

It takes a network

Weekly Tasks:

Reading: To Sell is Human (Section 2)

Power Searching with Google

Discussions

Links as posted

Assignment: TBD

Week 9– March 25th- March 31st

It's not who you know, it's who knows you

Weekly Tasks:

Reading: To Sell is Human (Section 3)

Read posted blogs
Discussions
Links as posted
Assignment: TBD

Week 10 – April 1st- April 7th

Everyone's a salesman

Weekly Tasks:

Reading: Crush It (pg 1- 56)

Discussions

Links as posted

First Draft of Digital Marketing Plan due

Draft will be optional, however, feedback will be provided

Final Draft will be 25% of final grade and is due April 28th

Assignment: TBD

Week 11 – April 8th- April 14th

What is your passion?

Weekly Tasks:

Reading: Crush It (pg 56- 102)

Discussions

Links as posted

Assignment: TBD

Week 12 – April 15th - April 21st

Putting it all together

Weekly Tasks:

Reading: Crush It (pg 103- 140)

Discussions

Links as posted

Assignment: TBD

Week 13 – April 22nd- April 28th

The final message

Weekly Tasks:

Discussions

Links as posted

Assignment: Personal Branding Plan - DUE MIDNIGHT April 28th

Week 14 – April 29th- May 5th

Final Exam - DUE MIDNIGHT – May 5th

Class Grading:

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 - Personal Branding Plan: **25 percent**
 - First Draft due: **MIDNIGHT April 7th (Optional, however feedback provided)**
 - Final Draft due: **MIDNIGHT April 28th (graded)**

- Midterm Exam: **15 Percent**
 - Due at MIDNIGHT CST – March 3rd**

- Final Exam: **20 percent**
 - Due at MIDNIGHT CST – May 5th**

- Class Participation (All Weeks): **40 percent**

Online Discussion / Interactive Questions (15 percent)

Each week, you will be expected to participate in the class discussions posted online. You will need to post twice per discussion question posted. **Your first post of the week is DUE by Wednesday or you will not receive credit.** (This is so that discussions can happen... if everyone posts on Sunday, that won't occur.)

There are 15 weeks of discussion. Each discussion is worth 0.5% of your total grade. This means if you skip a week, that is 1% of your semester's grade. That also means that if you do not participate in any discussions, you cannot make over an 85% for the semester.

Posted Assignments (25 percent)

Throughout the semester, you will be expected to complete all posted assignments. These assignments are in ***bold and italic*** in the class scheduled above. These assignments are very important to the progression of the E-Marketing plan, and are expected to be completed the week they are posted. These assignments are factored in heavily in the class participation portion of your grade. The timeliness of these assignments is of utmost importance.

There are 10 posted assignments. Each assignment is worth 2.5% of your total grade. This means if you skip 2 assignments, that is 5% of your semester grade.

The online class week is Monday to Sunday. Discussions open on Monday, 10:00 PM CST and close the following Sunday at midnight CST. Your first discussion is due on each Wednesday at midnight CST. Your second discussion is due by the end of the class week.

(see class calendar for discussion dates)

All assignments based on 100 point basis.

Class Policies:

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In fairness to other students, no late assignments will be accepted without prior approval. To request an extension, email instructor with the request date before the deadline. You must keep records of all correspondence. Late assignments are highly discouraged.

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Responses to phone calls or emails from instructor are expected within 24 hours.

All times listed are Central Standard Time.

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Academic dishonesty in any form will not be tolerated.

The instructor reserves the right to make adjustments to the syllabus as needed.

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Americans with Disabilities Act Compliance: It is the policy of UTD to provide reasonable and appropriate accommodations for individuals with documented disabilities. This college will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required affording equal educational opportunity.

All class submissions must be in Microsoft Office or Acrobat formats. This includes Microsoft Word, PowerPoint, Excel and Project.

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