

	<b>Course</b>	<b>MKT 4334.– Social Media Marketing</b>
	<b>Term</b>	Spring 2015
	<b>Instructor</b>	Rob Garner
	<b>Time</b>	Thursday: 1:00pm-3:45pm
	<b>Classroom</b>	JSOM 2.714

### INSTRUCTOR'S CONTACT INFORMATION

Email	rgarner1@gmail.com
Office Hours	TBD usually by appointment and before class

### COURSE INFORMATION

**MKT 4334 Social Media Marketing** (3 semester hours) This course teaches various approaches and considerations for social media marketing, including strategy, tactical planning, platform management, market research, audience development, network theory, and content development.

The course will also familiarize students with best practices, case studies and tactical considerations using current popular platforms such as Facebook, Google+, Instagram, Pinterest, Twitter, WordPress, YouTube and others. The metrics of social media will also be covered using both the tools provided by these platforms as well as by other third party tools.

This course will also cover social media networking and innovation, social media marketing strategies and implementation, social media data gathering and analysis, and ethical issues in social media. Strong emphasis placed on skills in strategic and critical thinking, including developing a social media marketing campaign for a business-to-consumer company, and communicating the value of social media marketing to a large corporation through analytics and data storytelling. Guest speakers will deliver lectures on other relevant topics.

### COURSE WEBSITES

<http://elearning.utdallas.edu>

Lecture slides, assignments, additional readings, Midterm grades, and announcements will be posted on eLearning. Students are also expected to submit their homework and group projects on eLearning. During the course, we will also be using various social media platforms, such as Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, and blogs, to share information and collect data. Other social media tools will be discussed.

### TEXTBOOKS

1. Garner, Rob. **Search and Social: The Definitive Guide to Real-Time Content Marketing**. Wiley / Sybex. ISBN: 978-1-118-26438-6.
2. Barker, Melissa. **Social Media Marketing: A Strategic Approach**. Cengage Learning. ISBN: 978-0-538-48087-1.

Other required readings will be posted or linked to on eLearning.

## SCHEDULE

Date	Agenda	Readings	Assignment Due
Jan 15	<ul style="list-style-type: none"> <li>I. Course Overview</li> <li>II. Introduction to Social Media Marketing</li> <li>III. History of Social Media</li> <li>IV. Value Proposition of Social Media</li> <li>IV. Class Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Ch. 1, SMM</li> <li>Ch. 1, S&amp;S</li> </ul>	
Jan 22	<ul style="list-style-type: none"> <li>I. Current Social Media Landscape, Stats</li> <li>II. Convergence of Social Media with Search and Content</li> <li>III. The Rise of Real-Time in Social Media Strategy</li> <li>IV. Focus on Google+</li> <li>V. Class Discussion</li> </ul>	Chapters 1&2, S&S	TBA
Jan 29	<ul style="list-style-type: none"> <li>I. Small Business Social Strategy</li> <li>II. Competitive Research</li> <li>III. Google+ Continued</li> <li>IV. Guest Speaker</li> <li>V. Group breakout discussions and project development</li> </ul>	Assignment: Social targeting plan for small local business	
Feb 5	<ul style="list-style-type: none"> <li>I. Group Project Proposals</li> <li>II. Strategic Approaches to Social Media Marketing</li> <li>III. Audience Development and Market Research</li> <li>IV. Class Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 3&amp;4, S&amp;S</li> <li>Chapters 2&amp;3, SMM</li> </ul>	TBA
Feb 12	<ul style="list-style-type: none"> <li>I. Social Media and Content Marketing</li> <li>II. Blogs, Articles, White Papers</li> <li>III. Video and images</li> <li>IV. Class Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 4, 5, and 8, S&amp;S</li> <li>Chapter 5, 7, &amp; 8, SMM</li> </ul>	Small Biz Plan due
Feb 19	<ul style="list-style-type: none"> <li>I. Social Media and Content Marketing</li> <li>II. Other Content Asset Types</li> <li>III. Determining Conversational and Keyword Demand in Social Spaces</li> <li>IV. Class Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 4, 6, S&amp;S</li> <li>Chapters 5, 7, &amp; 8, SMM</li> </ul>	Google+ project checkpoint
Feb 26	<ul style="list-style-type: none"> <li>I. Considerations for developing a comprehensive social media marketing strategy</li> <li>II. Using LinkedIn for personal brand and business growth</li> </ul>	Ch. 5 S&S, Ch.	Google+ project checkpoint
Mar 5	<ul style="list-style-type: none"> <li>I. Community Management</li> <li>II. Ethics in Social Media</li> <li>III. Guest speaker</li> <li>IV. Class Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 9, S&amp;S</li> <li>Chapter 4, SMM</li> </ul>	Submit completed personal LinkedIn profile based on provided guidelines

Mar 12	<b>MIDTERM EXAM</b>		
Mar 19	Spring Break		
Mar 26	I. Social Media Tracking and Measurement II. Social Media Analysis Tools III. Checkpoint on group project IV. Class Discussion	Chapter 14, S&S Chapter 14, SMM	
Apr 2	I. Mobile II. Local III. Class Discussion	Chapter 13, SMM	Google+ project checkpoint
Apr 9	i. Development of a Social Media Marketing Plan ii. Additional Considerations for SMM Strategy iii. Checkpoint on Group Project	Chapter 13, S&S Chapter 15, SMM Addendum: XYZ Plan, SMM	
Apr 16	I. Social Media Innovation II. Wearable Technologies and Social Media Marketing III. Social Media in the Physical World IV. Class Discussion	TBA	
Apr 23	Group Project Presentations (1 hour presentation per group)		Group Projects, Peer Evaluations
Apr 30 Last day of classes	Group Project Presentations (1 hour presentation per group)		Group Projects, Peer Evaluations
Exam date to be posted 1 <sup>st</sup> week of class-week of May 5th			

## ATTENDANCE

Attendance is mandatory. Students are expected to be punctual, to stay for the entire duration of each lecture, and to participate meaningfully in class discussions. Attendance and class participation constitute **20%** of the final grade. Limited absences may be excused with a doctor's or employer's note, at the discretion of the instructor.

## EXAMS

There will be two exams in this course. Midterm will be a closed essay exam administered on March 12. The Final exam will be a closed book exam. Midterm will be worth **10%** of the final grade and the final exam will be worth **20%** of the final grade. Midterm will cover material discussed in class on January 15th through March 5th. The final exam will cover material discussed in class from March 26<sup>th</sup> through April 16th, including guest lectures.

## ASSIGNMENTS

### Individual

#### Assignments

Four individual assignments will comprise **20%** of the final grade, at a value of 5% for each assignment. Specific assignments TBA.

#### Group Project

Group projects are worth **30%** of the final grade. The group project will consist of a presentation (**5%**) and a research paper (**25%**). Each group will work on an entry for the Google Online Marketing Challenge, focusing on the development of a campaign for Google+ (the paid part of the contest is not a part of the project). Read more information at <http://www.google.com/onlinechallenge/discover/campaign-googleplus.html>. Final projects must meet all criteria provided by Google and by the instructor. Final projects will be entered in the Google Online, and any entries and group projects that do not meet criteria for submission will receive a failing grade.

Students will form groups of 4-5 during the first class meeting on Thursday, January 15. Each group will notify the instructor by email on or before Thursday, January 22 as to which students are in the group.

Groups will present their initial project proposals during regular class time on Thursday, February 5. Proposal presentations will consist of 5-10 slides, which will not be graded. The purpose of the project proposal is for groups to receive feedback from the instructor as to whether they are on the right track with their projects. This will serve to improve the quality (and thus the grades) of the group projects.

Groups will present their final projects during regular class time on the last two days of class, Thursday, April 23, and Thursday, April 30. Group presentation order will be determined at random. No credit will be given for late group projects.

## GRADING POLICY

Midterm	10 points
Final Exam	20 points
Ind. Small Business marketing plan	5 points
Ind. Small Biz Competitive Research	5 points
Individual Project TBD	5 points
Individual Project TBD	5 points
Group Project Presentation	5 points

Group Project Paper	25 points
Attendance and Participation	20 points
Total	100 points

<u>Total Points</u>	<u>Letter Grade</u>
100-98	A+
97-93	A
92-90	A-
89-87	B+
86-83	B
82-80	B-
79-77	C+
76-73	C
72-70	C-
69-67	D+
66-63	D
62-60	D-
< 60	F

***The aforementioned descriptions and timelines are subject to change at the discretion of the instructor.***

**NOT E-MAIL.** Peer Evaluation Form for Group Project Team

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group. You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations and deductions that are extreme, questionable or based on personality conflicts. If more than 51% of the group agrees to a point deduction for a specific student, that student will be given a chance to respond to the instructor-the best defense is to show quality work submitted to the team and having attending all meetings and requests.

Decide how many points should be deducted from the project grade the rest of the team will receive-often you do not know the final grade so make an assumption; this can be anywhere from 10 points thru 100 points. The minimum point deduction is 10, there is no point in going through this process for a 5 point deduction. If 60% of the team states that the team member contributed nothing and this is verified by myself that student will get an F on the project. Usually for poor quality work 15-20 point deductions are the norm.

The penalty will be the average decided by the group, if for example, one team member says student X deserves a 10 point deduction, another says student X deserves a 20 and the 3<sup>rd</sup> team member says student X deserves a 30 point deduction, then the deduction will be 20 points.

Enter the name of each group member, yourself first, below.	How many point should be deducted (assign a N/A or zero if there is no point deduction):	Please provide some justification for your rating if you deducted points from a student <b>Use the back of the form if needed.</b>
1. Your Name:		
2.		
3.		
4.		
5.		
6.		

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## UNIVERSITY POLICIES

### **Student Conduct & Discipline**

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year. The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391). A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

### **Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work. Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings. Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

### **Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

### **Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are

enrolled.

### **Student Grievance Procedures**

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*. In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

### **Incomplete Grade Policy**

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

### **Disability Services**

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22  
PO Box 830688  
Richardson, Texas 75083-  
0688 (972) 883-2098 (voice or  
TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance. It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.



**Religious Holy Days**

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated. The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment. If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

**Off-Campus Instruction and Course Activities**

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean.

([http://www.utdallas.edu/Business\\_Affairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/Business_Affairs/Travel_Risk_Activities.htm))