

PA 6391
Nonprofit Marketing and Communication
Fall 2015 Semester

Contact Information

Instructor: John McCaskill, Ph.D.

Meetings: Mondays: 7:00 PM - 9:45 PM ECSN 2.804

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Office Hours: Mondays from 4:00 PM to 6:30 PM and by appointment.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

There are no prerequisites for this course.

Course Description

This course will survey the current and emerging communication tools and technologies employed by nonprofit and public sector managers. Emphasis is placed on the use and understanding of digital marketing campaigns and the web based analytic tools for evaluating the effectiveness of digital marketing campaigns such as return on investment and incremental cost. Upon completion of this class, students should be able to achieve third party certification status for the use of two popular web based analytic tools (Google Partner / Hootsuite Certified).

Student Learning Objectives/Outcomes

- Analyze the new ways the web has changed the rules of marketing and PR, Social Media Marketing techniques, Search Engine Optimization, etc. for the nonprofit and public sectors.
- Profile specific principles regarding the “new rules” of marketing online: Monitor, Listen, Share, & Curate.
- Employ the current tools in the Digital Marketing space.
- Achieve third party certification with popular web based analytic tools (Google Partner / Hootsuite Certified).

Required Textbooks and Materials

Social Media Marketing: A strategic approach, first edition 2008. Barker, Barker, Bormann, & Neher
ISBN-13: 978-0-538-48087-1

Advanced Web Metrics with Google Analytics, third edition, 2012. Clifton. ISBN 978-1-118-16844-8

Recommended Texts

Google Advertising Fundamentals Exam Prep Guide for Adwords Certification, version 1.4, 2014.

Penn ISBN-13: 978-1-493-70531-3

Google Advertising Advanced Search Exam Prep Guide for Adwords Certification, version 1.4, 2014.

Penn ISBN-13: 978-1-495-29854-7

Ultimate Guide to Google Adwords, fourth edition 2014. Rhodes. ISBN-10: 1-599-18542-3

See course outline below for additional readings

Assignments & Academic Calendar

Aug 24	Course overview; syllabus review; class policies SMM Chapters 1 & 2 Hootsuite: Social Media 101 for Nonprofits: Building a Thriving Community https://learn.hootsuite.com/student.php?ctg=content&view_unit=173 Google Analytics: https://analyticsacademy.withgoogle.com/course01
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Sep 14	SMM Chapters 5, 6, & 7; AWM Chapter 1
Sep 21	SMM Chapters 8, 9, & 10; AWM Chapter 2
Sep 28	SMM Chapters 11, 12, & 13; AWM Chapter 3 Accelerate your Social Transformation: Social Media Education for Employees: https://learn.hootsuite.com/student.php?ctg=content&view_unit=177
Oct 5	Complete Hootsuite University at https://learn.hootsuite.com/ (SCMD 115 through SCMD 160) Email screenshot when you are Hootsuite certified.
Oct 12	AWM Chapters 4 & 5; Complete Google Analytics Academy: https://analyticsacademy.withgoogle.com/course01/course
Oct 19	SMM Chapter 14 Fundamentals Prep Guide Chapters 1-13 (watch the video first) Sign up for Google Partners: https://support.google.com/partners/answer/3198387 Google Adwords video: https://www.youtube.com/watch?v=ICG3Rp6LDbw
Oct 26	Fundamentals Prep Guide Chapters 14-28 Test Question Prep sites: 1) http://trafficmotion.com/106-questions-you-need-to-know-for-the-google-adwords-fundamentals-certification-exam/ 2) https://www.youtube.com/watch?v=NwNW_PzRObQ 3) https://www.ipassexam.com/p/google-adwords-certification-program-study-bundle#subscriptions (This is a subscription site – it is good but \$\$\$)
Nov 2	SMM Chapter 15 Project problem definitions and assignments
Nov 9	Social Media Marketing Plan outline work
Nov 16	Social Media Marketing Plan overview briefings
Nov 23*	Fall Break! Play with Adwords and Hootsuite – take the Adwords fundamentals exam if you feel confident!
Nov 30	Social Media Marketing Plan development
Dec 7	Social Media Marketing Plan presentations and critiques Written Plans Due

Grading Policy

Social Media Marketing Plan	50% (Group project)
Blog Posts (5)	25% (each post is 5%)
Class Attendance & Participation	20%
Hootsuite Certification	5%

A = 94-100	C+ = 77-79
A- = 90-93	C = 73-76
B+ = 87-89	C- = 70-72
B = 83-86	F = <70
B- = 80-82	

Blog Posts: The blogs are designed to allow the students to demonstrate their understanding and critically evaluate the issues surrounding the assigned case studies. Each blog post should be 300 words and submitted in eLearning.

Hootsuite Certification is conducted via third party (Hootsuite). Details on the mechanics of certification will be provided during class.

Social Media Marketing Plan details will be distributed in class. The plan will be completed and assessed as a group project.

Class Attendance and Participation: I take attendance. Students are expected to attend all classes and to actively participate in class discussions and activities. Students who do not attend classes and do not participate in class discussions will not receive an “A” for their final course grade.

Course & Instructor Policies

All assignments will be graded based on the student’s ability to effectively communicate his or her knowledge of a subject. Students must clearly demonstrate that they understand the assigned material and can apply it to current and historical ethical dilemmas in public administration. Unless other arrangements have been made, all assignments must be turned in through the appropriate eLearning portal (Turnitin for the marketing plan) on the date the assignment is due. I will deduct 10% of the total credit for the assignment per day late. Details will be discussed in class.

The marketing plan should be written in 12 point font, Times New Roman, and double-spaced. Margins should be 1 inch on all sides and the paper should include page numbers on the bottom center of each page. Please include a cover page with each paper, stating your project name, date, and the name of the group members. Proper citation of all sources is required. The Public Affairs program requires that all written work follow the Turabian format, which can be found in the 7th or 8th edition of Kate Turabian’s book, *A Manual for Writers of Research Papers, Theses, and Dissertations*. Please use the Reference list style, which is found in chapters 18 and 19.

GENERAL POLICIES

For UT Dallas policy related to the following go to: <http://go.utdallas.edu/syllabus-policies>

Field Trip Policies / Student Conduct & Discipline / Academic Integrity / Email Use / Withdrawal from Class / Student grievance Procedures / Incomplete Grade Policy / Disability Services / Religious Holy Days

These descriptions and timelines are subject to change at the discretion of the Instructor.