Social Media & Marketing
EN.660.453 (1) Fall 2014 (3 credits, EQ)
Writing Intensive

Meetings
Monday, Wednesday, 1:30–2:45pm, Hodson 216

Instructor
Professor Keith A. Quesenberry
Lecturer, Center for Leadership Education
Office: 104 Whitehead Hall
Office Hours: Mondays, Wednesdays 11:00am-1:00pm & by appointment
Kquesenberry@jhu.edu  Please email questions, seek clarification, feedback, or further explanation anytime!

Prerequisites
660.250 Principles of Marketing. This is a course in the Center for Leadership Education and is required for the Entrepreneurship & Management Minor.

Description
A Nielsen study has revealed that 90% of online consumers trust recommendations from people they know and 70% trust unknown users, while only 14% trust advertising. Advertising Age has also reported that social-media spending is about to explode as 59% of digital decision makers said they would increase social-media-ad spending in the next year. Social customer service is now a must for all organizations, as nearly half of social media users now engage in social care. And ClickZ's Digital Marketing Talent survey of marketing executives reveals a shortage of digital marketing skills that is hurting sales and marketing ROI. This course will give you the skills needed to succeed in today’s social media oriented business world. This course explores strategies for monitoring and engaging consumers in digital media. Students will gain practical knowledge about developing, implementing and measuring social media marketing campaigns. They will learn how to analyze what consumers are saying and connect with them by leveraging word of mouth, viral and buzz marketing through sites like Facebook, Twitter and YouTube. A series of assignments build upon each other toward a final social media marketing plan for a selected consumer product or service. No audits.

Course Objectives
Upon successful completion of Social Media & Marketing, you will be able to:
• Understand how the world is being transformed by social technologies and explore strategies for monitoring and engaging consumers in digital media.
• Discover solid processes and strategies that apply no matter what new technologies appear to help companies survive and thrive in the environment of open consumer social media communication.
• Learn how to listen to consumers and connect with them by leveraging the word-of-mouth social feedback cycle in research, customer service, product development and marketing.
• Gain practical skills in measuring/planning social media marketing campaigns.
• Understand how marketing applies to social sites like Facebook, Twitter and YouTube.

Course Topics
• The groundswell
• Consumer pushback
• The marketing dilemma
• Social media
• Web 2.0
• Social feedback cycle
• Touchpoint analysis
• Influence & measurement
• Social media strategy
• Social platforms (channels)
• Social content
• Social interaction
• Tapping the groundswell
• Transforming companies with social
• Corporate social maturity
• Social objectives, metrics & ROI
• Social media plans
• Social media law & ethics
• Content marketing

Textbook
Required: **Social Media Marketing An Hour A Day, 2nd Ed.**
ISBN: 978-1-118-19449-2. Available at the campus bookstore or online at [amazon.com](http://amazon.com) as a paperback or Kindle Edition for around $17.00

Required: **Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies.**
ISBN: 978-1-4221-2500-7. Available at the campus bookstore or online at [amazon.com](http://amazon.com) as a paperback or Kindle Edition for around $11.00

Readings
Additional important readings and articles are distributed in Blackboard under the Readings Folder course link. To get the most out of our time together, you should complete reading assignments before class so we can address questions, apply key concepts and work through cases and examples in group exercises and discussion.

Online Resources
Please log in to Blackboard for all materials related to this course. Check Blackboard weekly or more frequently for important class Announcement

Assignments

**Twitter Engagement (33 pts.):** A big part of learning social media marketing is being active on social media yourself. This assignment begins on Week 3 and requires opening a Twitter account and tweeting to the class hashtag #SocialMedia453 at least 3 times each week for 11 weeks. This activity will get you familiar with an important social media channel, but also expand our conversation outside the physical classroom. Tweets should be relevant to course topics, be substantive and respectful. Each week your Tweets will focus on a main topic from course materials – see Syllabus Schedule for details. I and other students in the class will be reading your Tweets and an archive of the course hashtag activity will be kept for tally of end of semester participation evaluations.

**A1. Brand Summary & Social Profile (40 pts.):** Social Technographics is a way to analyze a target market's social technology behavior. First, you will research a brand and product/service that you believe is either in need of a social media marketing plan or that could improve or expand the plan they currently have. Write a summary about that company's history, current situation, goals, objectives, etc. and its current target audience. Then, you will develop a Social Technographics Profile of the online behaviors and engagement levels of potential consumers of that organization.

**A2. Feedback Cycle & Touchpoint Analysis (40 pts.):** This assignment establishes the feedback cycle for your chosen brand and product/service. You start by identifying all elements that generate awareness or encourage sales at the point of purchase (POP) to create a Social Feedback Cycle for your brand. Then you will use tools to discover and capture what is being said on the Social Web as it relates to your brand’s current marketing program to create a Touchpoint Map of the conversations consumers are having about your brand. Connecting these parts of the assignment will identify the opportunities and challenges of applying social media to your brand.
A3. Social Media Strategy & Big Idea (40 pts.): For this assignment, you will start developing a framework for your social media marketing strategy, which you will further refine for your final project. From your Touchpoint Map and Social Feedback Cycle you will identify the primary social media opportunities and where they fit into the social feedback cycle as awareness, consideration or purchase-related. You will match social media channels and groups with the opportunities you have identified, talk about how these choices fit within your brand’s current marketing efforts specifically and will identify the big campaign idea that will drive social and traditional efforts in an integrated marketing campaign (IMC).

A4. Social Media Elements, Metrics, Final Plan & Presentation (75 pts.): The final social media marketing plan and presentation first focuses on identifying and adding appropriate social media elements to your marketing plan. You will take the social media channels you’re learning about and fit them together with the information you’ve gathered about your Social Feedback Cycle, the Touchpoints that drive it, and your set of metrics that define it. You will create a complete social media marketing plan that defines a set of social media-based components to build on your brand’s current marketing efforts or establish a new one, and execute your campaign “big idea” to meet business objectives. The written report will be followed up by an in-class presentation of your social media plan and creative campaign to the class.

Helpful Hints

- Final assignments are uploaded in Blackboard under the Assignment by the due date as an MS Word or PDF file. In-text feedback, a rubric, final comments, and grades are returned through Blackboard Grade Center as an attached document.

- Please seek clarification of assignment requirements and expectations or ask questions before assignments are due. I am always willing to provide feedback/direction during office hours or via email.

- Be sure to give credit to outside sources of information to avoid plagiarism or copyright infringement.

- For the team assignments plan ahead by dividing up responsibility and creating a timeline for milestones leading up to the final project due date.

- Each group member must upload a copy with their last name in the file name such as “Smith_A1_453.docx” so individual grades/feedback can be returned.

- Imagine you are writing to the company or organization for your social media plan and want them to approve your recommendations.

Course Expectations

Participation & Attendance: I encourage you to pose questions, think aloud, and challenge what we are learning. This is an interactive class. Important additional information is given in class and lecture notes are not provided - so it benefits you to attend class. Please be respectful by exhibiting professional behavior in the form of punctuality, vocal participation and focus (avoid texting/emailing) - the same standards expected in a business setting. It is also your responsibility to make sure your name appears on the attendance sheet every class. If you miss class and are looking for notes, please contact a fellow student.

Like in business you will receive two “free” absences (The vacation policy is very generous as long as you take it between semesters). Consider these your sick or personal days. You should “save” these in case you become ill, have a family emergency or job interview. Attendance starts the first day of class and is based on 26 classes (24 graded) – joining late means you’ve already missed classes. Exceptions are made for documented religious holidays or written medical excuses received from Student Life, but all work must still be completed.
After the semester is over, your grade for General Class Participation will be determined by evaluating general performance on the following class participation criteria (across the entire semester):

- Offering relevant questions/insights/opinions
- Demonstrating your knowledge and interest in the material
- Displaying a respectful attitude toward your classmates and your professor
- Answering questions asked in class
- Participating in group exercise activities
- Keeping up with any and all assigned readings

**Email Communication:** Email is a great way to contact me. I will respond to most within 24-48 hours. Please follow the standards of professional communication. I may communicate with you directly or make general course announcements via your JHU student email – plan on checking your email account frequently.

**Blackboard:** Blackboard is a significant part of this course. Check Blackboard at least once a week for course announcements, syllabus, assignments, readings, quizzes and grades. In fact, the weekly Blackboard Announcements will give you important additional insights, guidance and important updates. Grades are updated and uploaded with feedback as assignments, exams and quizzes are completed. Be proactive by checking Grade Center throughout the semester to avoid discrepancies with the final course grade.

**Assignments:** Written assignments give you the opportunity to apply concepts learned in class. Make sure they are well crafted, professional and written in a clear, concise and correct manner. Proof your work. Use outside sources to strengthen and support arguments and cite them properly in APA style. Don’t simply answer requirements in a numbered format. Make an independent report with an appropriate introduction and conclusion that anyone could pick up and understand. Focus on completing these assignments to the best of your abilities. Extra credit assignments will not be offered.

Use in text citations such as (Quesenberry, 2010). Then list full references at the end of reports such as:

**References:**


**APA Style:** The JHU Library provides good APA Style format resources [here](http://guides.library.jhu.edu/content.php?pid=24792&sid=179617). In practice your reports should have more visuals (charts, graphs, photos) than you see in the academic samples provided. Mainly I want to ensure you are providing accurate in-text citations, full end of paper references, subheadings, and figure numbers/titles.

**Upload Assignments/File Naming:** Upload assignments in Blackboard through the TurnItIn view/complete link. To submit assignments go under Assignments in Blackboard. Look for the Assignment title such as “A2 Market Segmentation Assignment,” Click “View/Complete,” enter the required information, Click “Browse” to select your file and “Upload.” After it is uploaded make sure you click “Submit” and you will get a confirmation message that it has been received. Upload Microsoft Word documents under the assignment on or before the due date. Please name your file by last name, course and assignment number: **Lastname_453_A2.docx.** On group assignments each member should upload a copy of the final team document. Grade comments will be given as a revised document returned through Blackboard Grade Center.

**Quizzes:** Online quizzes gauge understanding of and ability to apply important concepts, highlighted in the text, and readings consisting of multiple-choice and true/false questions. They also provide motivation to keep up with reading, which helps make our in-class discussion more insightful and productive leading to deeper learning. The Quizzes will appear in the Blackboard Assignment course link when scheduled. They are
timed – once started they must be completed. Online quizzes are graded immediately, please check to make sure your quiz was submitted correctly and registered in Grade Center.

**Exams:** The final exam gauges understanding and ability to apply concepts, in the text, readings and lessons. They will consist of multiple-choice, true/false questions, or short answer and are given in class according to the schedule. Note that questions are comprehension and application, so you must know the definition, but also know how concepts are applied in real marketing situations. The text provides many application examples after definitions. To be fair seniors must take the final - **no senior option.** Please check final exam and presentation schedule before booking end of term travel reservations. Addition guidance on the exam will be given as we get closer to the scheduled date.

**Deadlines:** As in a business environment deadlines should be taken seriously. In my career we lost multi-million dollar contracts over missed deadlines. In that view, assignments/quizzes must be completed before the deadline for full credit. The midterm and final must be completed on the scheduled day. But sometimes important life developments happen. Exceptions will be made for documented religious holidays or written medical excuses received from Student Life. **Extra credit assignments are not offered.**

**Ethics**
The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty, and unfair competition.

In this course, you have the responsibility to document the following in individual and group papers:
1. Quotations - the exact words/data from another person
2. Paraphrase - the rewording of another person’s ideas/data
3. Combination of quotation and paraphrase.
This applies to all sources of information. You may collaborate with other students in this course only for the group project, but not on any individual assignments.

Report any violations you witness to the instructor.

You can find more information about university misconduct policies on the web at these sites:
- For undergraduates: [http://e-catalog.jhu.edu/undergrad-students/student-life-policies/](http://e-catalog.jhu.edu/undergrad-students/student-life-policies/)
- For graduate students: [http://e-catalog.jhu.edu/grad-students/graduate-specific-policies/](http://e-catalog.jhu.edu/grad-students/graduate-specific-policies/)

**Students with Disabilities**
Any student with a disability who may need accommodations in this class must obtain an accommodation letter from Student Disability Services, 385 Garland, (410) 516-4720, studentdisabilityservices@jhu.edu.

**Course Grading**
We must all be evaluated. In this course there are a total of 400 points and are divided among the following grading opportunities and scale (scale already includes rounding up of 0.5% or higher):

<table>
<thead>
<tr>
<th>Points</th>
<th>Percent</th>
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<tr>
<td>Assignments (3 Assignments 40 pts. each)</td>
<td>120 pts.</td>
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<tr>
<td>Attendance &amp; Participation (In-class - 24 pts. + Twitter - 33 pts.)</td>
<td>57 pts.</td>
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<tr>
<td>Online Quizzes (6 online quizzes 12 pts. each)</td>
<td>72 pts.</td>
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<td>Exam (In-class Final 76 pts.)</td>
<td>76 pts.</td>
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Final Plan & Presentation 75 pts. 18%
(Report 50 pts./Presentation 25 pts.)

Total 400 pts. 100%

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<thead>
<tr>
<th>Grade Earned</th>
<th>Minimum Points</th>
<th>Maximum Points</th>
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<tbody>
<tr>
<td>A+</td>
<td>386</td>
<td>400</td>
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<tr>
<td>A</td>
<td>371</td>
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ABET Outcomes
- Ability to function on multidisciplinary teams (d).
- Ability to identify, formulate and solve engineering problems (e).
- Understanding of professional and ethical responsibility (f).
- Ability to communicate effectively (g).
- The broad education necessary to understand the impact of engineering and/or entrepreneurial solutions in a global and societal context (h).
- Recognition of the need for and an ability to engage in life-long learning (i).
- Knowledge of contemporary issues (j)

Writing Assistance: You will find a tutor to help you with a specific skill, a grammatical problem, or provide a general reaction to your draft at the JHU Writing Center. Visit the website krieger.jhu.edu/writingcenter/ or contact them via email at writingcenter@jhu.edu.

The Harvard University Writing Center also has an online publication “Harvard Guide to Using Sources” which I find to be helpful, especially the section on Integrating Sources: Summarizing, Paraphrasing, and Quoting - http://usingsources.fas.harvard.edu/icb/icb.do

The Center for Leadership Education also offers free ESL tutoring sessions for non-native speakers of English needing help with grammar, speaking skills, presentation skills, pronunciation or idiomatic phrases. For more visit http://eng.jhu.edu/wse/cle/page/esl

Study Assistance: For help on improving study skills to improve performance, Virginia Tech University has an excellent website that addresses time use, scheduling, effective concentration during studying and a study skills checklist at http://www.uec.vt.edu/academic_support_students/study_skills_information/

SCHEDULE / DEADLINES

Key Dates
This schedule is subject to change based on class needs, our progress through the assignments and unforeseen weather-related circumstances. Any changes made in class will override this schedule. You are responsible for staying up-to-date by coming to class & checking Blackboard for updates.

“READ” below means you must have read the material before the class under which it appears.
“DUE” below means the it must be finished on or before the date it appears unless specified otherwise.

WEEK 1
09/03 W Mod. 1: Course Introduction syllabus
Application Exercise: How Social Are You?
Video Case Study: Social Media Explosion
READ: Barnes, *How Hunger Games’ Built Up Must-See Fever*
READ: Krakovsky, *The Effort Effect*

WEEK 2
09/08 M Mod 2: Why the Groundswell? Why Now?
Application Exercise: Groundswell Technology Test
Video Case Study: Ray-Ban Sunglasses Catch
READ: Li & Bernoff, *Groundswell*, Part 1 (Ch. 1 - 2)
READ: LifeBuzz, *Restaurant Watches Old Footage Customers Uncovers Shocking Truth*
DUE: Email Groundswell Example by Tuesday night (09/09) to Prof. Quesenberry

09/10 W Mod. 3: The Pushback Begins
Assignment Intro: Twitter Engagement
Application Exercise: Student Groundswell Examples
Video Case Study: What Is Clutter?
READ: Evans, *Social Media Marketing An Hour A Day*. (Ch. 1)
READ: Carlos, *Nutella Tells Fan To Stop Promoting It.*
DUE: Email Twitter handle by Monday 09/15 to Prof. Quesenberry

WEEK 3
09/15 M Mod. 4: The Marketing Dilemma
Assignment Intro: Team Interest Survey (Email by Tuesday 09/16)
Application Exercise: Social Tech Profile L.L. Bean Vs. Toys R Us
Video Case Study: Wal-Marting Across America
READ: Li & Bernoff, *Groundswell*, Part 1 (Ch. 3)
READ: Evans, *Social Media Marketing An Hour A Day*. (Ch. 2)
Quiz #1 (up in Blackboard complete by Wednesday)
DUE: Team Interest Survey Email by Tuesday night 09/16 to Prof. Quesenberry

09/17 W Mod. 5: What is Social Media?
Assignment Intro: Brand Summary & Social Profile - A1
Application Exercise: Team Assignments / Brand Brainstorm
Video Case Study: Social Media Policy
READ: Evans, *Social Media Marketing An Hour A Day*. (Ch. 3)
READ: RoryK, *How To Tweet Like A Rock Star*
DUE: Quiz #1 (complete in Blackboard by 11:55 p.m.)
DUE: 3 Tweets this week on “What Is Social Media?”

WEEK 4
09/22 M Mod. 6: Web 2.0 The Social Web
Application Exercise: Concept A Social Campaign For TOMS
Video Case Study: Twitter & Boston Marathon Attack
READ: Evans, *Social Media Marketing An Hour A Day*. (Ch. 4)
READ: Demers, *Top 7 Online Marketing Trends.*

09/24 W Mod. 7: The Social Feedback Cycle
Application Exercise: Create A Social Feedback Cycle For Chipotle
Video Case Study: Best Western Leverages Social Feedback
READ: Evans, *Social Media Marketing An Hour A Day*. (Ch. 5)
READ: Dryer, *50 Top Tools For Social Media Monitoring*
READ: MacMaster, *How To Write Analyses*
DUE: Brand Choice Memo (Word file Blackboard 11:55 p.m.)
DUE: 3 Tweets this week on “Tools For Touchpoint Analysis”
WEEK 5
09/29 M  Mod. 8:  Touchpoint Analysis
Application Exercise: Find Consumer Touchpoints For BP
Video Case Study: Southwest Airline’s Social Media Integration
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 6)
READ: 453 - Research Tips (Assignment Folder)
READ: MacMaster, How to Write Strategies
Quiz # 2 (up in Blackboard complete by Wednesday)

10/01 W  Mod. 9:  Influence and Measurement
Application Exercise: Plan A Social Response For Mattel
Video Case Study: Return On Influence The Power of Klout
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 7)
DUE: Quiz # 2 (complete in Blackboard by 11:55 p.m.)
DUE: 3 Tweets this week on “Measuring Social Media Influence”

WEEK 6
10/06 M  Mod. 10: Building a Social Media Campaign
Application Exercise: Brainstorm Social Media for the Consideration Phase
Video Case Study: Mercedes Benz Tweet Race
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 8)
READ: Robinowitz, Meme As Meme.
DUE: Brand Summary & Social Profile -A1 (Word file Blackboard 11:55 p.m.)

10/08 W  Mod. 11: Social Platforms
Application Intro: Feedback Cycle & Touchpoint Analysis - A2
Application Exercise: Social Strategy for Startup Lyft
Video Case Study: NFL Draft Facebook App
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 9)
READ: Moz, Beginners Guide To Social Media. (Ch. 6-12)
DUE: 3 Tweets this week on “The Latest Social Channels”

WEEK 7
10/13 M  Mod. 12: Social Content (Text, Photos, Audio, Video)
Application Exercise: Ways Brands Can Use Flickr
Video Case Study: Turkey Hill Dairy Corporate Blog
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 10)
READ: Leicester, Some Sponsors Compose Olympians’ Tweets.
Quiz # 3 (up in Blackboard complete by Wednesday)

10/15 W  Mod. 13: Social Content (Reviews, Ratings, Recommendations)
Application Exercise: Protect & Defend - Bad Online Reviews
Video Case Study: Car Body Shops Social Review Basics
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 11)
READ: Seiter, 20 Great Social Media Voices (And How To Develop Your Own)
DUE: Quiz # 3 (complete in Blackboard by 11:55 p.m.)

10/16 Th  Mod. 14: Connecting the Dots and Social Interaction
Application Exercise: Social Interactions For Sweet Frog
Video Case Study: Nike +Fuelband Creates A Community
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 12)
READ: iMediaBuzz, Social Media: An Introduction
DUE: Feedback Cycle & Touchpoint Analysis - A2 (Word Blackboard 11:55 p.m.)
DUE: 3 Tweets this week on “Value Of Reviews & Ratings For Brands”

**WEEK 8**

10/20 M  Mod. 15: Tapping the Groundswell (Listening, Talking, Engaging)

Assignment Intro: Social Media Strategy & Big Idea - A3

Application Exercise: Build A Case For Social Media Marketing

Video Case Study: P&G Uses Social To Market A Sensitive Subject

READ: Li & Bernoff, *Groundswell*. Part 2 (Ch. 4 - 7)

READ: Seiter, *20 Great Social Media Voices And How To Develop Your Own*

Quiz # 4 (up in Blackboard complete by Wednesday)

10/22 W  Mod. 16: Tapping the Groundswell (Helping, Embracing, Tapping)

Application Exercise: How To Tap Twitter To Transform A Brand

Video Case Study: JetBlue Terminal Man

READ: Li & Bernoff, *Groundswell*. Part 2 (Ch. 8 - 10)

READ: Hershey, *Job Description Global Director Emerging Media Digital Capabilities.*

DUE: Quiz # 4 (complete in Blackboard by 11:55 p.m.)

DUE: 3 Tweets this week on “Tools & Tips For Social Media Listening”

**WEEK 9**

10/27 M  Mod. 17: Groundswell Transforms Companies

Application Exercise: How LOVE Plays A Role In Business

Video Case Study: Best Buy Twelpforce

READ: Li & Bernoff, *Groundswell*. Part 3 (Ch. 11 - 12)

READ: Rohrs, *Audience - Chapter 1.*

10/29 W  Mod. 18: Social Maturity and the Future

Application Exercise: Tapping Groundswell for Employees

Video Case Study: How To Start A Social Revolution In Your Company

READ: Li & Bernoff, *Groundswell*. Part 3 (Ch. 13 - 14)

READ: Solis, *Empowering Employees With Social Media.*

DUE: Social Media Strategy & Big Idea - A3 (Word file Blackboard 11:55 p.m.)

DUE: 3 Tweets this week on “Companies Transformed By Social”

**WEEK 10**

11/03 M  Mod. 19: Objectives, Metrics, ROI

Application Exercise: Social Media Campaign Metrics

Video Case Study: Santi Professional B2B Social Success

READ: Evans, *Social Media Marketing: An Hour A Day.* (Ch. 13)

READ: Radian6, *ROI of Social Media: Myths, Truths and How to Measure*

Quiz # 5 (up in Blackboard complete by Wednesday)

11/05 W  Mod. 20: Completing Your Social Media Plan

Assignment Introduction: Social Media Elements, Metrics & Final Plan - A4

Application Exercise: Making Good Use Of Bots

Video Case Study: P&G Thank You Mom

READ: Evans, *Social Media Marketing: An Hour A Day.* (Ch. 14)

READ: MacMaster, *How to Write Presentations (a Deck)*

READ: Godin, *Really Bad PowerPoint And How To Avoid It*

DUE: Quiz # 5 (complete in Blackboard by 11:55 p.m.)

DUE: 3 Tweets this week on “Measuring ROI Of Social Media”

**WEEK 11**

11/10 M  Mod. 21: Social Media Law & Ethics

Application Exercise: What Makes A Social Media Corp. Culture?
Video Case Study: Social Media Ethics At Work
READ: WOMMA, *Ethics Toolkit & Guide to Disclosure*
READ: Raventools, *Social Media Metrics That Prove Real Value*

11/12 W Mod. 22: Content Marketing
Application Exercise: Content Ideas For Dog Lovers
Video Case Study: PepsiMAX Jeff Gordon Test Drive
READ: Mashable, *How Red Bull Takes Content Marketing To The Extreme*
READ: HubSpot, *How to Monitor Your Social Media Presence 10 Minutes a Day*
READ: Nielsen, *U.S. Digital Consumer Report*
DUE: 3 Tweets this week on “Unethical Practices In Social Media”

WEEK 12
11/17 M Mod. 23: Group Appointments: Professor Quesenberry
Application Exercise: In-class Group Work Time
DUE: Draft of Final Social Media Plan (bring print out to class)
READ: radian6, *Social Media Blueprint*
READ: Fortune, *Nike’s New Marketing Mojo*
Quiz # 6 (up in Blackboard complete by Wednesday)

11/19 W Mod. 24: Five Methods for Greater Social Media Integration.
READ: Half, *The New Rules In A Digital Age (Digital business ethics guide)*
READ: The Creative Group, *2013 Salary Guide*
DUE: Quiz # 6 (complete in Blackboard by 11:55 p.m.)
DUE: 3 Tweets this week on “Corp. Social Media Use Beyond Marketing”

WEEK 13
11/22-11/30 Thanksgiving Vacation

WEEK 14
12/01 M Mod. 25: Final Group Plan Presentations with Slides
Group 1
Group 2
Group 3
Group 4
Group 5

12/03 W Mod. 26: Final Group Plan Presentations with Slides
Group 6
Group 7
Group 8
Group 9
Group 10
DUE: 3 Tweets this week on “Difference of Marketing vs Social Media Marketing”

12/05 F DUE: Final Social Media Plan Report - A4 (MSWord file Blackboard 11:55 p.m.)
DUE: Confidential Team Evaluation (Word file Blackboard 11:55 p.m.)

WEEK 15
12/18 Th Final Exam 9:00am–12:00 noon Hodson 216 (Evans Ch. 1-14, Li & Bernoff Ch. 1-14)