Social Media for Entrepreneurship
EN.663.655 (1) Fall 2014 (Graduate Module)

Meetings
Tuesdays, 2:00–4:30pm, Homewood Campus
09-08-2014 to 10-20-2014

Instructor
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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
None.

Description
Today, word-of-mouth is super charged via social media seriously affecting the practice of business from marketing and public relations to research and customer service. Entrepreneurs can leverage the power of consumer voice through interactive and integrated practices in social media strategy and metrics. Discover the latest methods in real-time research for consumer insight and marketing optimization. Exploit crowdsourcing for funding, new product development, and task accomplishment. Use consumer-generated content for brand evangelism and employ social media for superior customer service. This is a 7-week course and is not open to undergraduates.

Course Objectives

• 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
• Social media integration
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 as a paperback or Kindle Edition for around $17.00

ISBN: 978-1-4221-2500-7. Available at the campus bookstore or online at 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

**Class Attendance & Twitter Engagement:** Understanding of social media comes from discussion, example and practice, so weekly class attendance and participation is required. Learning social media also comes from being active on social media. Beginning Week 2 we will extend our class participation beyond the physical classroom by tweeting to the hashtag #SocialMedia655 at least 2 times a week. Tweets will be relevant to course topics so I and other students can read and discuss links and examples. Pose questions, think aloud, and challenge what we are learning. I challenge you to be active and participate fully in the in-class application exercises and case study/video discussions. Please be respectful by exhibiting professional behavior online via our Twitter conversation, but also in the form of in class punctuality, vocal participation and focus (avoid texting/emailing).

**A1. Brand Summary & Social Profile:** 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:** 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: 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: 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_655.docx” so individual grades/feedback can be returned.
• Imagine you are writing to the company or organization or to an investor for your social media plan and want them to approve and fund your recommendations.

Course Expectations

Email Communication: Email is a great way to contact me. I am happy to answer any course-related questions you might have. I will respond to most emails within 24-48 hours. Please follow the standards of professional communication. Plan on checking your email account frequently.

Blackboard: Blackboard is a significant part of this course. Check Blackboard for course announcements, syllabus, assignments, readings, and feedback/grades. Feedback/Grades are updated and uploaded with comments as assignments are completed.

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. 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.

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

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

References:

Upload Assignments/File Naming: Upload assignments in Blackboard through the upload assignment link (click on the bold assignment title, then click “Browse My Computer” to attach and hit “Submit”). 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_660.655_A1.doc. On group assignments each member should upload a copy of the document. Grade comments are given as a revised document returned through Blackboard Grade Center.

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 must be completed before the deadline. Exceptions will be made for documented religious holidays or written medical excuses received from Student Life.

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/
☐ For graduate students: 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
This course is taught pass/fail (satisfactory/unsatisfactory). To earn a satisfactory completion (pass) of the course you must complete all portions of the course as listed below. Assignments and attendance will be marked as complete or incomplete, but individual feedback will also be given for learning improvement in the following categories:

Class Attendance & Twitter Engagement 20% 
Brand Summary & Social Profile 20% 
Feedback Cycle & Touchpoint Analysis 20% 
Social Media Strategy & Big Idea 20% 
Social Elements, Metrics & Final Plan 20% 

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.ucc.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
09/02 T Mod. 1: The Pushback Begins + The Marketing Dilemma
Assignment Intro: Twitter Engagement + Team Interest Survey
READ: Li & Bernoff, *Groundswell*. Part 1 (Ch. 1 - 3)
READ: Evans, *Social Media Marketing An Hour A Day*. (Ch. 1-2)
READ: LifeBuzz, *Restaurant Watches Old Footage Customers Uncovers Shocking Truth*
| WEEK 2 | 09/09 T | Mod 2: What is Social Media? + Web 2.0 The Social Web
Assignment Intro: Brand Summary & Social Profile - A1
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 3-4)
READ: MacMaster, How to Write Strategies
READ: 453 - Marketing Research Tips (Assignment Folder)
READ: RoryK, How To Tweet Like A Rock Star
DUE: 2 Tweets this week to #SocialMedia655 |
| | 09/16 T | Mod. 3: The Social Feedback Cycle + Touchpoint Analysis
Assignment Intro: Feedback Cycle & Touchpoint Analysis - A2
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 5-6)
READ: Li & Bernoff, Groundswell Part 2 (Ch. 4- 7)
READ: Demers, Top 7 Online Marketing Trends.
READ: Dryer, 50 Top Tools For Social Media Monitoring
DUE: Brand Summary & Social Profile - A1 (Word file Blackboard 11:55 p.m.)
DUE: 2 Tweets this week to #SocialMedia655 |
| WEEK 4 | 09/23 T | Mod. 4: Influence and Measurement + Building A Social Media Campaign
Assignment Intro: Social Media Strategy & Big Idea - A3
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 7-8)
READ: Li & Bernoff, Groundswell Part 2 (Ch. 8- 10)
READ: HubSpot, How to Monitor Your Social Media Presence 10 Minutes a Day
READ: Raventools, Social Media Metrics That Prove Real Value
DUE: Feedback Cycle & Touchpoint Analysis - A2 (Word Blackboard 11:55 p.m.)
DUE: 2 Tweets this week to #SocialMedia655 |
| WEEK 5 | 09/30 T | Mod. 5: Social Platforms + Social Content (Text, Photos, Audio, Video)
Assignment Intro: Social Media Elements, Metrics & Final Plan - A4
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 9-10)
READ: Li & Bernoff, Groundswell Part 3 (Ch. 11- 12)
READ: WOMMA, Ethics Toolkit & Guide to Disclosure
READ: Moz, Beginners Guide To Social Media. (Ch. 6-12)
DUE: Social Media Strategy & Big Idea - A3 (Word Blackboard 11:55 p.m.)
DUE: 2 Tweets this week to #SocialMedia655 |
| WEEK 6 | 10/07 T | Mod 6: Social Content (Reviews, Ratings, Recommendations) + Connecting the Dots
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 11-12)
READ: Li & Bernoff, Groundswell Part 3 (Ch. 13- 14)
READ: Raventools, 20 Great Social Media Metrics That Prove Real Value
READ: Seiter, 20 Great Social Media Voices (And How To Develop Your Own)
DUE: 2 Tweets this week to #SocialMedia655 |
| WEEK 7 | 10/14 T | Mod. 7: Objectives, Metrics, ROI & Completing Your Social Media Plan
READ: Evans, Social Media Marketing An Hour A Day. (Ch. 13-14)
READ: Li & Bernoff, Groundswell Part 3 (Ch. 13- 14)
READ: Radian6, Social Media Blueprint |
READ:  Radian6, ROI of Social Media: Myths, Truths and How to Measure
DUE:  2 Tweets this week to #SocialMedia655
10/17 F  DUE:  Social Media Elements, Metrics & Plan - A4 (Word Blackboard 11:55 p.m.)