

Social Media & Marketing

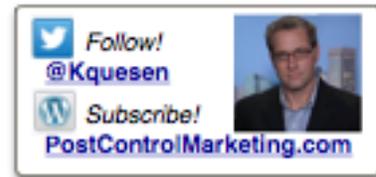
EN.660.453.88 Summer 2017

Online Course (6/12/2017- 8/4/2017)

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This is a writing intensive course in the Center for Leadership Education.

Pre-requisite: 660.250 Principles of Marketing. No audits.

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. Social customer service is now a must for all organizations, as nearly half of social media users now engage in social care. A 2017 hiring trends report shows growth areas in digital (56%) for specialists but also digital is simply a required part of any marketing job. It says demand for job candidates with digital skills is more than twice the available supply of talent with the highest area of hiring for entry level marketing jobs (just out of college) is digital marketing. This course will give you the skills needed to succeed in today's social media oriented business world. A series of assignments will build up toward a final social media marketing plan for a product, service or startup of your choice. You will also earn a Hootsuite Certification, digital badge and listing in their professional directory.

OUTCOMES

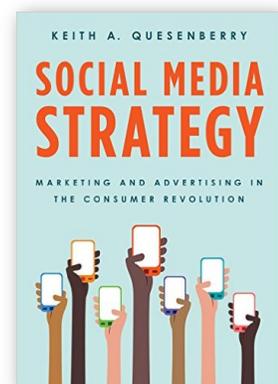
Upon successful completion of Social Media & Marketing, you will be able to:

- 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 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.

READING

Social Media Strategy: Marketing and Advertising in the Consumer Revolution (Required) Quesenberry, Keith A. (October 26, 2015) Lantham, MD Rowman & Littlefield Publishers. ISBN: 978-1442251533. The text is available for purchase or rental at the campus bookstore. It is also available through various online retailers for purchase as a paperback, a Kindle Edition on Amazon or electronic edition from publisher.

Additional important readings and articles are distributed in Canvas each week by module as part of the Assignment Sheet. To get the most out of our time together, try to complete required reading prior to the discussion date so we can address questions, apply concepts and work through cases and examples in group discussion. There is also a Research Guide under Modules that provides tips on how to find reference/support for citation.



COURSE FORMAT

The Blackboard Page is our classroom where you find lessons, receive assignments, upload writing assignments, complete tests, check grades, and participate in discussion by writing posts and making comments on other student discussion posts in response to weekly question prompts. As noted above, the course is asynchronous so you can adjust work time to fit your schedule within certain constraints. Unlike a class on campus, everyone does not need to be in the same place at the same time, but there are hard deadlines you need to meet each week (Wednesday, Saturday). Every week follow the structure below:

- Review the Assignment sheet, read the Lesson, read assigned Text Chapters/Articles/Cases, view assigned videos, and answer Discussion Questions in the Course Discussion Board.
- The Assignment sheet (under Modules) tells you what to read, discuss (discussion board) and write (written assignment) or take (test) each week.
- Most weeks follow the same format of reading assigned chapter(s) in the text, articles, cases, studying a lesson with video talks, exploring a question topic on the Discussion Board and working on a Written Assignment and/or completing an online Test.

ASSIGNMENTS

Students are assessed by discussion assignments, writing assignments and tests.

Discussion Assignments: Discussion happens in posts and comments on the Blackboard Discussion Board. This is where exploratory learning happens and ideas and perspectives can be presented beyond the readings and assignments. Agree. Disagree. Debate. Base your opinions and arguments on readings, research and relevant examples. Support them with course concepts and references to your sources of information. Citations are required. Even when describing your own experience you should back them with outside reference to explain. Also use multimedia tools of photos and/or videos to bring ideas and examples to life.

What do you talk about? One discussion question prompt is provided per week in the Weekly Assignment Sheet. During each graded discussion you will be required to:

- Write one initial post answering the weekly discussion question (by Wed. 11:59 p.m. EST).
- Read ALL classmates' posts and replies.
- Write at least two significant replies to classmates' posts (by Sat. 11:59 p.m. EST).
- Support posts with citations from course materials and outside research.
- Include appropriate examples, data, graphics and other relevant visual support.
- Provide detailed opinion and use critical thinking to expand the discussion beyond the original topics by asking thoughtful questions.
- Respond to replies made on your initial post.
- Create only one post per week, but make as many replies as you wish.

All posts and comments should contribute something substantial. Avoid comments that merely compliment (e.g. "Interesting post...") or support (e.g. "I agree with you..."). Superficial comments will not count as your post or comments. Intellectually contribute to the conversation building on the ideas of other students and digging deeper into the topic with adequate cited support. No late or early posts will be counted. The real value of discussion happens in real time. Avoid posting all four responses at 11:50 p.m. Saturday). Professional writing is expected. Please proof posts and responses to be free of errors with all resources cited in APA style.

TESTS: Three timed online tests will be given in Blackboard. The tests are designed to gauge your understanding of and ability to apply the important concepts in the main course text. Each test consists of 10 multiple-choice questions for each chapter with each test covering 4 or 2 chapters. Each is found in Blackboard. Clear a 30 to 60-minute time period to take each test. Once started they must be completed.

Writing Assignments: Written assignments apply concepts learned in the course text, lessons and articles. 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 properly in APA style (in-text citations and full end of report references including URLs). Don't answer requirements in a numbered format, but make an independent report with an introduction and conclusion (readers understand without knowing the assignment). Writing assignments have minimum requirements. "A" grades go above and beyond. Each writing assignment is due by 11:55 p.m. on Saturdays (refer to specific due dates in the schedule).

Writing Assignments are uploaded in Blackboard. Writing Assignments are uploaded in Blackboard through the view/complete link. To submit assignments go under Assignments in Blackboard. Click on the bold title "Assignment 1" where you got your Assignment document. Under Assignment Materials it says Attach File – click Browse My Computer to find your word document then click Submit. All assignments should be submitted in Microsoft Word format (.doc or .docx) with the following naming convention: Lastname_coursenumber_assignmentnumber.doc. If your name is John Smith and you are submitting a paper for Assignment 1 for 453, your file name is: Smith_453_A1.doc.

Feedback, comments, and grades are returned through the Blackboard Grades page with an attached comments document. Be sure to download and read this comments document. If you do not see or cannot find the comments document please email. Don't miss valuable feedback for greater understanding of course topics and future assignments. The following is a list of the writing assignment topics:

A1 – Brand Summary & Social Analysis: 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 upon their current efforts. Write a summary of their history, business objective, current situation and marketing, define the target audience, and perform a social media audit, and report results and insights gained. *(See Assignment sheet for specific requirements)*

A2 – Big Idea & Social Channels: Gather consumer research (primary, secondary, social media usage) to uncover an insight that leads to a social media big idea with legs that integrates with traditional marketing. Select social channels by that fit target audience and big idea and use the social media story template to plan out big idea content. *(See Assignment sheet for specific requirements)*

A3 – Final Social Media Plan Report: Add social media beyond marketing, examples of social content for the big idea in each social channel selected with a content calendar, and social media metrics with KPIs for each channel to support social media objectives. Collect all previous information into a final social media plan report. *(See Assignment sheet for specific requirements)*

A4 – Hootsuite Platform Certification: As a leading social media management system, Hootsuite helps marketers monitor what people are saying about their brand and helps keep track and manage social network channels. This assignment requires you to earn the Hootsuite Platform Certification by the end of the semester through Hootsuite's Student Program. You receive an online certificate and are added to Hootsuite Certified Professionals Directory. *(See Assignment sheet for specific requirements)*

COURSE POLICIES

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 formal communication and capitalize/spell out all appropriate words. For more general and less personal/specific questions, look to the Q&A Forum in Blackboard first for previously asked and answered questions or post a new question and another student or I will answer.

Writing Guidelines: Read and start assignments early to allow time for questions. Check right away to see if you understand and are approaching the assignment correctly. Use APA Style: The JHU Library provides good APA Style format resources <http://guides.library.jhu.edu/citing/apa>. Purdue OWL and APA Style Central are especially helpful. Your reports will 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.

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

References:

Quesenberry, Keith (2010, August 30). "Writing a blog post." *The New York Times*. Retrieved from www.newyorktimes.com/writingablogpost

Quesenberry, Keith (2010) *The Blog Post Book: The complete guide*. Mason, OH: South-Western Educational Publishing.

Under Armour Corporate Website. (2010). Retrieved from <http://www.uabiz.com/company/about.cfm>

Grades: There are a total of 500 points divided among the following grading opportunities and scale:

Point Distribution

Assessment	Points	Percent
Discussion Participation (8 weeks, 15 pts each)	160	32%
Writing Assignments (3 assignments, 75 pts each)	225	45%
Hootsuite Platform Certification (45 pts)	45	09%
Tests (4 tests, 10 pts each chapter)	70	14%
Total	500	100%

Grading Distribution (grades have been rounded up)

Grade Earned	Minimum Points	Maximum Points
A	463	500
A-	448	462
B+	433	447
B	413	432
B-	398	412
C+	383	397
C	363	382
C-	348	362
D	298	347
F	0	297

Extra Credit: There is no extra credit, but feel free to seek clarification and guidance as working.

Late Assignments: Late assignments are penalized at a ten percent grade deduction per day.



Returned Assignments: I strive to return assignments within a week of submission including detailed in-text feedback and end of paper overall comments and guidance. Review comments and use that feedback to inform the next assignments. Always feel free to seek clarification and guidance and advice.

Academic Integrity and Plagiarism: 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. *You must document the following in papers: (1) Quotations - exact words/data from another person (2) Paraphrase - rewording of another person's ideas/data (3) Quotation and paraphrase. This applies to all outside information. Tests are to be completed on an individual bases - no outside assistance is permitted.* Report any violations you witness to the instructor. You may consult the associate dean of student affairs and/or the chairman of the Ethics Board beforehand. See the guide on "Academic Ethics for Undergraduates" and the Ethics Board Web site <http://bit.ly/1nGIsY0> for more information.

Special Needs and Learning Disabilities: If you need an accommodation due to a documented disability, please visit and/or contact me at your earliest convenience. I am fully committed to helping you succeed in this class. If you have no documentation, please register first with the Director for Disability Services. More information can be found here: <http://jhuaa.org/DSS/index.html>

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 Center for Leadership Education 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/

Class Civility Statement: When communicating online, it can be easy to overlook the fact that you're talking with and about other human beings in a public forum. Though I hope and expect that we will have spirited discussion and debate in this course, personal attacks of any kind will not be tolerated. Students who engage in personal attacks will receive a score of zero for the week's discussion for a first offense and a letter grade of "F" and/or dismissal from the class for a second offense. If you have an issue with a classmate, please contact the instructor rather than confronting the student directly.

Interruption of Service: Should an event occur that severely limits the ability to conduct classes (e.g., Blackboard or network failure, a natural disaster), students should wait to be contacted by the instructor or a representative from the university for instructions on how to proceed.

Technical Assistance: For assistance with the Blackboard course interface please click on the "Help" link on the Blackboard course page. For Johns Hopkins Information Technology assistance call the Help Desk phone number 410-516-HELP (4357). There are also FAQs available for your reference and all help resources on one page at: <http://it.johnshopkins.edu/help/>

The materials in this course are only for the use of students enrolled in this course for purposes associated with this course and may not be further disseminated. Students may be asked to post written work and to engage in written dialog with other class members within a learning management system. The student should be aware that although confidentiality within the course environment is encouraged, it is possible that users in and outside the course may have access to course content.

WEEKLY SCHEDULE/DUE DATES

06/12-06/18 Week 1	Lesson 1: Why Social Media Marketing, Rise & Size of Social, Push to Pull Marketing Read Ch. 1-2 in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 6/14 (11:55 pm) Discussion Responses DUE by SAT 6/17 (11:55 pm)
06/19-06/25 Week 2	Lesson 2: Control to Engagement, Goals, Analysis, Target, Social Audit Read Ch. 3-4 in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 6/21 (11:55 pm) Discussion Responses DUE by SAT 6/24 (11:55 pm) Test 1 (Ch. 1-4) DUE by SAT 6/24 (11:55 pm)
06/26-07/02 Week 3	Lesson 3: Issues, Interest, Integrating Social, PR & Advertising Read Ch. 5-6 in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 6/28 (11:55 pm) Discussion Responses DUE by SAT 7/01 (11:55 pm) Writing Assignment 1 DUE by SAT 7/01 (11:55 pm)
07/03-07/09 Week 4	Lesson 4: Social Networks, Blogs, Forums, Microblogs, Media Sharing Read Ch. 7-8 in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 7/05 (11:55 pm) Discussion Responses DUE by SAT 7/08 (11:55 pm) Test 2 (Ch. 5-8) DUE by SAT 7/08 (11:55 pm)
07/10-07/16 Week 5	Lesson 5: Geo-location, Ratings and Reviews Read Ch. 9-10 in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 7/12 (11:55 pm) Discussion Responses DUE by SAT 7/15 (11:55 pm) Writing Assignment 2 DUE by SAT 7/15 (11:55 pm)
07/17-07/23 Week 6	Lesson 6: Social Bookmarking & Knowledge, Podcasts, Social Research, Content Read Ch. 11-12 in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 7/19 (11:55 pm) Discussion Responses DUE by SAT 7/22 (11:55 pm) Test 3 (Ch. 9-12) DUE by SAT 7/22 (11:55 pm)
07/24-07/30 Week 7	Lesson 7: Social Care, B2B Social, Social Plan & Present, Social Law & Ethics Read Ch. 13-14 in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 7/26 (11:55 pm) Discussion Responses DUE by SAT 7/29 (11:55 pm) Test 4 (Ch. 13-14) DUE by SAT 7/22 (11:55 pm)
07/31-08/04 Week 8	Lesson 8: Complete Social Plan, Social Media Tools & Resources Read Appendix A, B, C in <i>Social Media Strategy</i> & Assigned Readings Discussion Posting DUE by WED 8/02 (11:55 pm) Discussion Responses DUE by FRI 8/04 (11:55 pm) Writing Assignment 3 DUE by FRI 8/04 (11:55 pm) Hootsuite Certification DUE by FRI 8/04 (11:55 pm)