



COLORADO STATE UNIVERSITY
— GLOBAL —

MKG380: SOCIAL MEDIA MARKETING

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course provides the student with conceptual frameworks of how social media is strategically used in a marketing plan. It examines the use of popular social media platforms that include well-established platforms as well as emerging forms to include email marketing, mobile marketing, gaming, and location-based mediums. Additionally, this course provides a basic understanding of how to measure the effectiveness of, and assess ethical issues associated with, social media marketing.

Course Overview:

Welcome to your MKG380 Social Media Marketing course! This course provides a strategic synopsis of all activities relevant to social media marketing. Prior to the platform examinations, creating a personal brand and social media strategy is applied and assessed. The core of this course focuses on the explanation, analysis, and evaluation of social media platforms such as Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and YouTube. Additional topics such as blogs, vlogs, social media campaigns, influencers, employee advocacy, and crisis management are also summarized, surveyed, and appraised. The final topics include social media advertising, social selling, and social media analytics. There is a lot to explore in this course, so let's get started!

Course Learning Outcomes:

1. Compare traditional marketing techniques to social media techniques.
2. Examine the rules of engagement for social media marketing.
3. Evaluate different types of social media platforms: social networks, micro blogs, context sharing, content creation, and video marketing.
4. Examine use of content marketing, publishing articles, white papers, and e-books.
5. Analyze mobile marketing on social media platforms.
6. Access the ethical relationship between social media monitoring, customer trust, and data governance.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Kerpen, D. (2019). *Likeable social media* (3rd ed.). New York: McGraw Hill Education. ISBN: 9781260453287

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Chapters 1 & 2 in *Likeable Social Media*
- Kruse, K. (2018). 5 ways to immediately improve your social media strategy. *Dealer Magazine* 25, 42–43.
- Seven Dimensions (2015). *Building your personal brand* [Video file].

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 2

Readings

- Chapters 4, 5, & Appendix (pp. 249–264) in *Likeable Social Media*
- Musonera, E., & Weber, J. M. (2018). Analysis of marketing strategies in the social media: Facebook case analysis. *Journal of Marketing Development & Competitiveness*, 12(1), 10–27.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Social Media Listening: Conduct a Social Audit on a *USA-Based* Organization

Choose a USA-based organization and conduct a social media audit. The three components will be social listening, a SWOT analysis, and a competitive assessment.

1. Choose your channels including social media networks, blog sites, industry websites, mobile apps, etc. Explain and discuss your sources such as Google Alerts, Social Mention, Twitter Search, Facebook Search, Mention, and Hootsuite.
2. Create a keyword list and use the list to listen to conversations; track the topics of listeners and influencers.
3. Create a spreadsheet to capture your social media (SM) listening. The spreadsheet should include SM networks, profiles, engagements, clicks, reach, type of content, examples of good and poor posts, which platforms perform best, testimonials, customer inquiries, response rates, etc.
4. Finally, create a SWOT analysis based on your listening and your analysis.

Submission Requirements

- Your well-written paper should be 3-4 pages in length, not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Option #2: Social Media Listening: Conduct a Social Audit on a *Non-USA-Based* Organization

Choose a non-USA-based organization and conduct a social media audit. The three components will be social listening, a SWOT analysis, and a competitive assessment.

1. Choose your channels including social media networks, blog sites, industry websites, mobile apps, etc. Explain and discuss your sources such as Google Alerts, Social Mention, Twitter Search, Facebook Search, Mention, and Hootsuite.
2. Create a keyword list and use the list to listen to conversations; track the topics of listeners and influencers.
3. Create a spreadsheet to capture your social media listening. The spreadsheet should include SM networks, profiles, engagements, clicks, reach, type of content, examples of good and poor posts, which platforms perform best, testimonials, customer inquiries, response rates, etc.
4. Finally, create a SWOT analysis based on your listening and your analysis.

Submission Requirements

- Your well-written paper should be 3-4 pages in length not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Portfolio Milestone (25 points)

Options #1 & #2: Portfolio Topic

Submit your Portfolio topic to your instructor for preliminary approval. Provide reasons for your choice. Your submission should contain no more than 1 page of content, framed by a cover page and a references page. This assignment is required and is worth 25 points.

Module 3

Readings

- Chapters 6, 7, 8, & Appendix (pp. 264–268, 276–277) in *Likeable Social Media*
- Phua, J., Jin, S. V., & Kim, J. (2017). Gratifications of using Facebook, Twitter, Instagram and Snapchat to follow brands: Influence on brand community-related outcomes. *American Academy of Advertising Conference Proceedings (Online)*: Lubbock.
- Utz, S., Muscanell, N., & Khalid, C. (2015). Snapchat elicits more jealousy than Facebook: A comparison of Snapchat and Facebook use. *Cyberpsychology, Behavior & Social Networking, 18*(3), 141–146. doi:10.1089/cyber.2014.0479

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: The Hunger Games: Catching Fire: Using Digital and Social Media for Brand Storytelling (Social Media Activities)

Lionsgate, the distributor for the film *The Hunger Games: Catching Fire*, utilized numerous digital and social media tools to promote this movie.

1. Review the following case study:
Sawhney, M., & Goodman, P. (2018, January 2). *The Hunger Games: Catching Fire: Using digital and social media for brand storytelling*. Northwestern Kellogg School of Management. Sage Publications.
2. Discuss, analyze, and evaluate all of the social media activities utilized by Lionsgate to promote this film.
3. Be creative. What other ideas would you have added to promote this film?

Submission Requirements

- Your well-written paper should be 3-4 pages in length not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Option #2: The Hunger Games: Catching Fire: Using Digital and Social Media for Brand Storytelling (Entrepreneur)

Lionsgate, the distributor for the film *The Hunger Games: Catching Fire*, utilized numerous digital and social media tools to promote this movie.

1. Review the case study below.
Sawhney, M., & Goodman, P. (2018, January 2). *The Hunger Games: Catching Fire: Using digital and social media for brand storytelling*. Northwestern Kellogg School of Management. Sage Publications.
2. You are an entrepreneur, and you will create a new business. Describe your new business and then detail how you will utilize social media marketing to promote your business.
3. Use the example from Lionsgate's work with *The Hunger Games* for inspiration.

Submission Requirements

- Your well-written paper should be 3-4 pages in length not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Module 4

Readings

- Chapters 9, 10, & Appendix (pp. 268–278) in *Likeable Social Media*
- Voorveld, H. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. doi:10.1080/00913367.2017.1405754

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking: Title (95 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Increase Brand Awareness and Generate Leads

Address how to meet the following goals using social media and social media metrics.

Your goals are to:

- Increase brand awareness
- Drive traffic to your website
- Generate new leads
- Grow revenue

Submission Requirements

- Your well-written paper should be 3-4 pages in length not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Option #2: Increase Brand Engagement, Increase PR Success, and Social Listening

Address how to meet the following goals using social media and social media metrics.

Your goals are to:

- Boost brand engagement
- Build a community via your business
- Build social customer service
- Increase PR (Public Relations) success
- Advance social listening

Submission Requirements

- Your well-written paper should be 3-4 pages in length not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Portfolio Milestone (25 points)

Options #1 & #2: Submit Outline of Portfolio Project

Submit an outline of your Portfolio Project.

- State your paper topic.

- Provide an outline of your paper.
 - Your outline should include headers (the major topics), major resources, and the intended flow of the information in the project.
 - Under each header, write a few sentences on what you think you might cover in that section.
- Provide three articles that you might consider using for your final Portfolio Project. These sources cannot include the textbook or other course materials.
- Give a short reason why you feel each source would be pertinent to your project. This is not expected to be a final list. The goal here is to motivate you to begin examining research that might help you in your final Portfolio Project.

Module 5

Readings

- Chapters 11, 12, & Appendix (pp. 279–282) in *Likeable Social Media*
- Fulgoni, G. M. (2015). How brands using social media ignite marketing and drive growth. *Journal of Advertising Research*, 55(3), 232–236. doi:10.2501/JAR-2015-004

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 6

Readings

- Chapters 13, 14, & 16 in *Likeable Social Media*
- Marks, J. (2018). Influencers on the rise: Social media stars take to branding. *Home Textiles Today*, 39(7), 10-11.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (95 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: PushediN: The Next Step in Social Media Marketing?

A small retail clothing firm, Vineyard Cape, utilizes social media to grow its business. The firm takes advantage of new technology to drive customer behavior, yet many ethical and privacy issues are raised.

1. Review the following case study:

Friedland, J. (2018, January 2). PushediN: The next step in social media marketing. Sage Publications.

Provide a brief overview of the business.
2. Discuss the social media activities and technologies utilized by Vineyard Cape.

3. Identify and discuss the issues of privacy and ethics relative to this case.

Submission Requirements

- Your well-written paper should be 3-4 pages in length not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Option #2: Cisco Systems: Launching the ASR 1000 Series Router Using Social Media Marketing

Cisco, with the introduction of a new router, wanted to promote this new product exclusively using social media marketing. The launch included a number of new social media concepts, including the use of games and incentives for customers.

1. Review the following case study:
Sawhney, M. (2017, January 4). Cisco Systems: Launching the ASR 1000 series router using social media marketing. Northwestern Kellogg School of Management. Sage Publications.
2. Provide a brief overview of the business.
3. Discuss the social media activities and technologies utilized by Cisco.
4. Identify and discuss any ethics issues relative to this case.
5. This case happened in 2008. What other social media promotional activities could be considered today?

Submission Requirements

- Your well-written paper should be 3-4 pages in length not including the required cover and references pages.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- Support your paper with three scholarly references (of which the textbook may be one). The CSU Global Library is a good place to find these references.
- Format your paper according to the CSU Global Guide to Writing and APA.

Module 7

Readings

- Chapters 3, 15, & 17 in *Likeable Social Media*
- Talyor, R. J. (2018). Socially Successful: Here are a few best practices that retailers can implement to drive success with their social media advertising campaigns. *Retail Merchandiser*, 58(3), 88–89.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 8

Readings

- Chapter 18 in *Likeable Social Media*
- Gribetz, M. (2016, February). A glimpse of the future through an augmented reality headset [Video file]. Retrieved from https://www.ted.com/talks/meron_gribetz_a_glimpse_of_the_future_through_an_augmented_reality_headset
- Holsapple, C. W., Hsiao, S., & Pakath, R. (2018). Business social media analytics: Characterization and conceptual framework. *Decision Support Systems, 110*, 32–45. doi:10.1016/j.dss.2018.03.004

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (300 points)

Choose one of the following two projects to complete for this course. Do not do both projects. Identify your project choice in the title of your submission.

Option #1: Social Media Strategy

Choose an existing product and create a social media strategy. Use the following list as a guide for the slides in your PowerPoint presentation. Provide appropriate citations and explain each slide within the notes section.

- Target Market
- Creating Personas
- Social Media Audit Platform 1
- Social Media Audit Platform 2
- Social Media Audit Platform 3
- Social Media Audit Platform 4
- Social Media Audit Platform 5
- Goals and Objectives
- Metrics
- Resources
- Roles and Responsibilities
- Tone of Voice
- Creating social media network 1
- Creating social media network 2
- Creating social media network 3
- Creating social media network 4
- Creating social media network 5
- Content and distribution strategy (2 or 3 slides)
- Calendar and schedule
- Analyzing and tracking

Submission Requirements:

- The length of the presentation, in addition to the title and reference portions, should be 16-20 slides (must include speaker notes) or five to seven minutes of narrated presentation (must include a transcript in Notes section of the tool). Each slide should contain notes that include citations and an explanation of your ideas.

- Include at least 3-4 academic or other legitimate sources (not including your textbook) to support your findings. The CSU Global Library can help you with finding quality resources. Format your references according to the CSU Global Guide to Writing and APA.
- Your multimedia-rich presentation must contain a logically-cohesive flow, including audio, video, and graphical content.
- Please present your content clearly, concisely, and cohesively.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.
- The presentation may be submitted as a completely self-contained file (e.g., PowerPoint, Prezi, Screencast-O-Matic, Knovio, or Loom) or as a link to a hosted internet site. If you plan to use a tool not listed here, please seek approval from your instructor.
- Review the Portfolio Project grading rubric for specific grading criteria.
- Please be sure to reach out to your instructor at any point in the course if you have questions about the assignment.

Option #2: Social Media Campaign

Utilize the AIDA Model and create a social media campaign. Use the following as titles for each slide in your multimedia presentation. Provide appropriate citations and explain each slide within the notes section.

- Goals
- Campaign Idea or Theme
- Target Audience
- Budget and Resources
- Campaign Parameters
- Incentives
- Where Campaign will Reside
- Selection of Social Networks
- Timeline
- Campaign Asset and Content Calendar
- Listening streams
- Promotional activities (2 or 3 slides)
- Monitoring the Campaign
- Analysis

Submission Requirements:

- The length of the presentation, in addition to the title and reference portions, should be 16-20 slides (must include speaker notes) or five to seven minutes of narrated presentation (must include a transcript in Notes section of the tool). Each slide is to contain notes that include citations and an explanation of your ideas.
- Include at least 3-4 academic or other legitimate sources (not including your textbook) to support your findings. The CSU Global Library can help you with finding quality resources. Format your references according to the CSU Global Guide to Writing and APA.
- Your multimedia-rich presentation must contain a logically-cohesive flow, including audio, video, and graphical content.
- Please present your content clearly, concisely, and cohesively.
- Discuss and reference concepts taken from the assigned textbook reading and relevant research.

- The presentation may be submitted as a completely self-contained file (e.g., PowerPoint, Prezi, Screencast-o-matic, Knovio, or Loom) or as a link to a hosted internet site. If you plan to use a tool not listed here, please seek approval from your instructor.
- Review the Portfolio Project grading rubric for specific grading criteria.
- Please be sure to reach out to your instructor at any point in the course if you have questions about the assignment.

COURSE POLICIES

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

20% Discussion Participation
0% Opening Exercises
8% Mastery Exercises
37% Critical Thinking Assignments
35% Final Portfolio Project

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see the CSU-Global Guide to Writing and APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the CSU-Global Guide to Writing and APA when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.