

Social Media Marketing

MRKT-362 Summer 2022

Instructor: Professor Keith Quesenberry
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Course Dates: July 3 – August 13
Phone: 717.766.2511 ext. 2886
3 credits. No prerequisites.



Instructor Availability

I will check the course frequently during the week. I am happy to talk individually with students. Email is the best way to contact me, and I will respond to most emails within 24 hours during the week and within 48 hours on weekends. I will also schedule online “office hours” for anyone via the chat tool in Canvas or Zoom. For general and less specific/personal questions, look to Canvas Course Resources, General Q&A for previously asked and answered questions or post a new question and I or another student will answer.

Expectations of Students

Course Materials: Class lesson slides, assignments, readings, videos, etc., will be in Canvas. At the beginning of each week, I will post an announcement video giving an overview of requirements for that week. Assignment Documents (by module) provide detailed instruction on what to read, view, discuss and write that week. Read through the entire course schedule so you can plan ahead for deadlines.

Announcements: View announcements frequently and/or have your notifications set to receive announcements via email. These will be updated regularly. Be sure to check Canvas and your university email account frequently for important course related communication.

Instructional Time: In a 6-week course, you’ll spend approximately 7 hours per week watching the required videos, completing assessments (papers/tests), reading discussion posts, and submitting posts (roughly equivalent to classroom time). Additional time, approximately 14 hours, will be required for text reading and assignment completion (roughly equivalent to out of class work time).

Asynchronous Learning: This course is structured for asynchronous learning, which means you can work independently at your own pace within schedule constraints and limitations. Any synchronous learning requirements will be identified within the assignment.

Description

Explore the evolving influence of social media in marketing, organizations, and society. Examine how traditional marketing strategies often fail with social media empowered consumers. Through theory, practice, and case studies identify a strategic process for integrating social media into marketing and other business operations. Specific strategies for monitoring and engaging are evaluated while investigating how to apply channels like Facebook, Twitter, LinkedIn, Instagram, and YouTube to help meet real business objectives. A series of assignments build upon each other toward a final social media marketing plan report and presentation for a product, service, or organization.

A 2018 hiring trends report shows 69% of companies plan to increase their marketing team, demand for digital marketers including social media skills is the highest (59%).¹ This course will help prepare you for this opportunity.

Course Objectives *By the end of this course students will:*

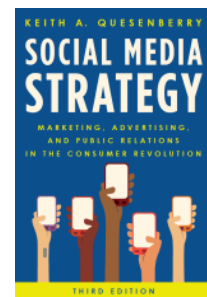
1. Identify key strategies for integrating social media into a firm’s overall business objectives and describe career opportunities for social media professionals. (ULO 2, ULO 4, MLO 2)
2. Apply strategies and tactics in social media plans across key social media channels such as social networks, messaging apps, blogs, forums, microblogs, podcasts, ratings, and reviews. (ULO 3, BCLO 2, MLO 1)

¹ “2018 Marketing Hiring Trends: An In-Depth Report On Factors Shaping Demand For Marketing And Creative Talent” (2018) McKinley Marketing Partners, Retrieved from <https://mckinleymarketingpartners.com/resources/ebooks/2018-marketing-hiring-trends-report/>

3. Analyze real market data to create a social media plan to achieve organizational objectives communicated to management through a written report and presentation. (ULO 3, BCLO 2, BCLO 3, MLO 1)
4. Identify social media strategy's role in the marketing mix and other business areas such as research, sales, human resources, and customer service. (ULO 2, MLO 2)
5. Recognize how the law, universal ethical values, and Christian faith should inspire and restrain the practice of social media marketing. (ULO 5, ULO 6, BCLO 4)

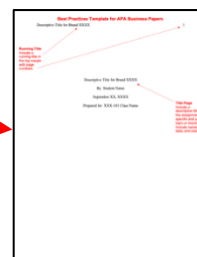
Textbook and Other Course Materials

Required Book: *Social Media Strategy: Marketing, Advertising and Public Relations in the Consumer Revolution, 3rd Edition* Quesenberry, Keith A. (2020) Lanham, MD Rowman & Littlefield. ISBN: 9781538138175. The text is available for purchase or rental at messiah.treeoflifebooks.com. You can use code RLFANDF25 to save 25% off the paperback or eBook ordering directly from the publisher at: <https://rowman.com/ISBN/9781538138168>



Readings: Additional required readings and articles are distributed in Canvas each week as part of the Assignment Sheet by clicking on the blue hyperlinks.

For writing guidance, *A Writer's Reference 10e (2021)* Hacker & Sommers (from your First Year Seminar course) and [Best-Practice-Template-APA-Business-Paper.pdf](#)



Course Format

Online Course: Canvas is our classroom where you find lessons, assignments, quizzes, grades, and discussion. The course is asynchronous so you can adjust work/family time to fit your schedule within certain constraints. Everyone does not need to be online at the same time, but there are hard deadlines each week. Visit the Modules Canvas link right away – Content/communication is found there. Deadlines start the first week - weekly discussion posts are due Wed., replies Fri., assignments/quizzes Mon.

Every week follow this structure:

- Review the Weekly Module (1-6) Assignment Document, read assigned Chapters and Articles, review Lessons, view assigned Videos, and answer Discussion Questions in Course Discussion Board.
- The Assignment Document (under Weekly Modules 1-6) tells you what to read, discuss (Discussion Board) and write (Written Assignment) or take (Quiz) each week.
- Most week's follow the same format of assigned Text Chapters, Articles, reviewing Lessons with Videos, exploring a Discussion Board question and working on a Written Assignment or completing a Quiz.

Assignments

6 Discussion Assignments (D-1 to D-6), 4 Writing Assignments (A-1 to A-3) and 2 Quizzes (Quiz Q-1 to Q-2).

Discussion Assignments: Discussion happens in a weekly post and two replies on Canvas Discussion Boards for exploratory learning, idea and perspective sharing. Agree. Disagree. Debate. Base opinions on readings, research and examples supported with cited concepts, references and images/videos/graphs. One discussion question prompt appears per module in the Weekly Assignment Document (D-1 to D-6).

During each graded discussion you will be required to:

- Write one initial post answering the weekly discussion prompt (due by Wed. 11:59 pm EST).
- Read all classmates' posts and replies.
- Write at least two significant replies to classmates' posts (due by Fri. 11:59 pm EST).
- Support posts with APA citations from course materials/research (min. 175 words, 2-3 sources).
- Include embedded marketing examples, charts, graphs and other relevant visual support.
- Respond to replies made on your initial post (can count as one of four required replies).

Avoid comments that merely compliment (“Interesting post...”) or support (“I agree with you...”). Significantly contribute to the conversation building on the ideas of other students and digging deeper into the topic with APA cited support. Posts/replies must be in the same week to be counted. Avoid posting all replies at 11:55 pm Friday. Professional writing is expected. Proof to be free of errors.

Quizzes: Three timed online quizzes in Canvas gauge understanding of text concepts. Each has 35 multiple-choice questions covering several chapters and appears in the Canvas Weekly Module that it is due. Clear a 75-minute time period to take – once started they must be completed (**due Mon. 11:59 pm EST**).

Assignments: 3 professional certifications and 3 Written Assignments apply concepts to real situations (**due Mon. 11:59 pm EST**):

1. **Brand Summary & Social Analysis (A1):** Research a product in need of a social media marketing plan or could improve upon current efforts. Write a summary of history, business objective, current situation, define the target audience, perform a social media audit, and report results and insights gained.
2. **Big Idea & Social Channels (A2):** Gather consumer research to uncover an insight that leads to a social media big idea that integrates with traditional marketing. Select social channels that fit target audience and big idea and use to plan out social media strategy and/or campaign content.
3. **Final Social Media Plan Report (A3):** Add social media beyond marketing, create examples of social content in each social channel. Include a content calendar, and social media metrics with KPIs for each channel and estimate a budget. Collect all previous information into a final social media plan report.
4. **Hootsuite Platform Certification (A4):** As one of the leading social media management systems, Hootsuite helps marketers monitor what people say about their brand and manage their many social network channels. This assignment requires you to earn the Hootsuite Platform and Social Marketing Certifications by the end of the course through Hootsuite’s Student Program.

Note:

Use the same brand for each assignment A1-3 as parts of a complete plan that build upon each other.

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. Follow the Best Practice Template APA Business Paper pdf under Course Introduction.

Course Grades

Assessment	Points	Percent
Writing Assignments (3 Reports: 60 pts. each)	180	45%
Hootsuite Certifications (2 certifications, 15 pts. each)	30	8%
Discussion Participation (6 weeks posts/responses 20 pts.)	120	30%
Tests (2 Quizzes 35 Questions 1 pt. each)	70	18%
Total	400	100%

Grading Distribution (includes rounding up 0.5% or higher)

Grade Earned	Minimum Points	Maximum Points
A	370	400
A-	358	369
B+	346	357
B	330	345
B-	318	329
C+	306	317
C	290	305
C-	278	289
D+	270	277
D	238	269
F	0	237

Grade Policies: There is no extra credit. Late assignments are deducted a 10% grade deduction per day. You can expect graded assignments to be returned to you within one week of the submission deadline.

To submit assignments, go under Canvas Assignments folder. Look for Assignment title such as “A1 Professional Blog Analysis,” Click Submit Assignment button and then Choose File button. When the file window appears, locate, and click name of the file. At bottom of window, click Choose or Browse button. Then click Submit Assignment button again. All assignments should be submitted in Microsoft Word

format (.docx) with the naming convention: Lastname_coursenumber_assignmentnumber.doc. If your name is John Smith submitting a paper for Assignment 1 for 364 your file name is: Smith_364_A1.doc.

Academic Integrity: The [Academic Integrity Policy for Students](#) is found in the student handbook. Primary responsibility for knowledge of and compliance with this policy rests with the student.

Americans with Disabilities Act: Any student whose disability falls within ADA guidelines should inform the instructor at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course. Students must register documentation with the Office of Disability Services. Contact DisabilityServices@messiah.edu, (717) 796-5382.

Hardware and Software Recommendations: Student [technology recommendations](#) are found on the Information Technology Services website. These guidelines have been put in place to best equip you to have an optimal technological experience in our online programs.

Technical Support for Students: [Technological support](#) is available to all students during the days and times listed on the Information Technology Services homepage. Students also have access to technical support (i.e. tutorials, help functions, etc.) through the College's portal, Falcon Link.

Statement of Copyright Protection: The materials in this Messiah College course are only for the use of students enrolled in this course for purposes associated with this course and may not be further disseminated.

Statement of Confidentiality: 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.

Workload Guidelines: In a 6-week course, you'll spend approximately 7 hours per week watching the required videos, completing assessments (papers/tests), reading discussion posts and submitting posts (roughly equivalent to classroom time). Additional time, approximately 14 hours, will be required for text reading and assignment completion (roughly equivalent to out of class work time).

Course Schedule/Requirements

Why Social Media Marketing, Rise & Size of Social, Push to Pull Marketing (IT 7 hours N-IT 14 hours)

Week 1	Due Date	Assignment (Tasks)	Hours (IT)	Hours (N-IT)	Points
Module 1	7/6	Readings: <i>Social Media Strategy</i> Intro. + Ch. 1-2, Articles in Assignment document, Lesson 1	0	7	0
Module 1	7/6	Videos: Instructor Weekly Video, Lesson Videos, Hootsuite Platform Videos	2	0	0
Module 1	7/6	Discussion Posting: Consumer Control	2.5	0	10
Module 1	7/8	Discussion Responses: Consumer Control	2.5	0	10
Module 1	7/18	Writing Assignment: A1 Brand Summary & Social Analysis	0	7	60

Control to Engagement, Goals, Analysis, Target, Social Audit, Issues & Interest (IT 7 hours N-IT 14 hours)

Week 2	Due Date	Assignment (Tasks)	Hours (IT)	Hours (N-IT)	Points
Module 2	7/13	Readings: <i>Social Media Strategy</i> Ch. 3-5, Articles in Assignment document, Lesson 2	0	7	0
Module 2	7/13	Videos: Instructor Weekly Video, Lesson Videos, Hootsuite Platform Videos	2	0	0
Module 2	7/13	Discussion Posting: Social Brand Choice	2.5	0	10
Module 2	7/15	Discussion Responses: Social Brand Choice	2.5	0	10
Module 2	7/18	Writing Assignment: A1 Brand Summary & Social Analysis	0	7	60

Integrating Social & Traditional, Social Networks, Blogs, Forums, Microblogs (IT 7 hours N-IT 14 hours)

Week 3	Due Date	Assignment (Tasks)	Hours (IT)	Hours (N-IT)	Points
Module 3	7/20	Readings: <i>Social Media Strategy</i> Ch. 6-8, Articles in Assignment document, Lesson 3	0	7	0
Module 3	7/20	Videos: Instructor Weekly Video, Lesson Videos, Hootsuite Platform Videos	2	0	0
Module 3	7/20	Discussion Posting: Social Interaction	2.5	0	10
Module 3	7/22	Discussion Responses: Social Interaction	2.5	0	10
Module 3	7/25	Quiz 1: <i>Social Media Strategy</i> Ch. 1-8 (up to Microblogging)	0	1	35
Module 3	8/1	Writing Assignment: A2 Big Idea & Social Channels	0	7	60

Media Sharing, Geosocial, Ratings and Reviews, Social Bookmarking (IT 7 hours N-IT 14 hours)

Week 4	Due Date	Assignment (Tasks)	Hours (IT)	Hours (N-IT)	Points
Module 4	7/27	Readings: <i>Social Media Strategy</i> Ch. 8-10, Articles in Assignment document, Lesson 4	0	7	0
Module 4	7/27	Videos: Instructor Weekly Video, Lesson Videos, Hootsuite Platform Videos	2	0	0
Module 4	7/27	Discussion Posting: Ratings and Reviews	2.5	0	10
Module 4	7/29	Discussion Responses: Ratings and Reviews	2.5	0	10
Module 4	8/1	Writing Assignment: A2 Big Idea & Social Channels	0	7	60

Social Knowledge, Podcasts, Social Insight, Crowdsourcing, Content, Influencers (IT 7 hours N-IT 14 hours)

Week 5	Due Date	Assignment (Tasks)	Hours (IT)	Hours (N-IT)	Points
Module 5	8/3	Readings: <i>Social Media Strategy</i> Ch. 10-12, Articles in Assignment document, Lesson 5	0	7	0
Module 5	8/3	Videos: Instructor Weekly Video, Lesson Videos, Hootsuite Platform Videos	2	0	0
Module 5	8/3	Discussion Posting: Social Media Monitoring	2.5	0	10
Module 5	8/6	Discussion Responses: Social Media Monitoring	2.5	0	10
Module 5	8/8	Quiz 2: Social Media Strategy Ch. 8-12 (from Media Sharing)		1	35
Module 5	8/14	Writing Assignment: A3 Final Social Media Plan Report	0	7	60

Social Strategy, Video Marketing, Data Analytics, Conversion Optimization (IT 7 hours N-IT 14 hours)

Week 6	Due Date	Assignment (Tasks)	Hours (IT)	Hours (N-IT)	Points
Module 6	8/10	Readings: <i>Social Media Strategy</i> Ch. 13-15, Articles in Assignment document, Lesson 6	0	7	0
Module 6	8/10	Videos: Instructor Weekly Video, Lesson Videos, Hootsuite Platform Videos	2	0	0
Module 6	8/10	Discussion Posting: Social Customer Care	2.5	0	10
Module 6	8/12	Discussion Responses: Social Customer Care	2.5	0	10
Module 6	8/14	Certifications: Google Beginner, Advanced & Individual Qualification (upload into Canvas)	0	1	30
Module 6	8/14	Writing Assignment: A3 Final Social Media Plan Report	0	7	60

Course Totals	42	87	400
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