

Saint Leo University
MKT345
Social Media Marketing

Course Description:

This course covers the key techniques and methods on how to manage marketing operations online. It focuses on presenting cutting-edge business strategies that generate value by applying and adjusting marketing techniques in the online environment and utilizing social media. The purpose of the course is to prepare the students not expand a company's marketing activities online and to coordinate both traditional and social media marketing strategies in a way that maximizes a company's long-term competitive advantage.

Prerequisite:

MKT 301 and COM 140

Textbooks:

Barker, A., Barker, D., Bormann, N., Zahay, D., & Roberts, M. (2013). *Social media marketing: A strategic approach (2nd ed.)* Cengage Learning. ISBN: 978-1-305-50275-8

Learning Outcomes:

1. Explain how the Internet impacts consumers, businesses, marketers, and society by offering significant benefits as well as challenges.
2. Identify and analyze the critical factors affecting social marketing, including infrastructure, software availability, political and legal environment, cultural values, and social attitudes toward technology.
3. Design marketing programs for social media by identifying and selecting the most appropriate methods given the company's external environment and internal resources.
4. Identify and implement social media strategies for identifying and targeting online customers.
5. Identify the key social media strategies used for selling online.
6. Describe and utilize the most effective integrated marketing communications (IMC) tactics online.
7. Identify key social media metrics and apply them for assessing the efficiency and effectiveness of social media marketing activities.
8. The **core value** for this course will be "community" and it will be evaluated based on the quality of all written assignments and particularly the project, as well as in a separate discussion in module #6.

Core Value:

Community: Saint Leo University develops hospitable Christian learning communities everywhere we serve. We foster a spirit of belonging, unity, and interdependence based on mutual trust and respect to create socially responsible environments that challenge all of us to listen, to learn, to change, and to serve.

Evaluation:

Assignment	Weight
Discussion/Participation (9)	10%

Homework/Group Project	35%
Project Report	25%
Midterm Exam	15%
Final Exam	15%
Total	100%

Discussions:

Class participation in discussions is expected to be thoughtful and well-informed. Within each module, respond to a discussion question posted by the instructor no later than Thursday 11:59 PM EST/EDT of the respective module. Finally, post responses to at least two classmates no later than Sunday 11:59 PM EST/EDT. Provide support for arguments, observations, and conclusions, including properly formatted text citations and references.

Assignments:

There are a total of five assignments in this course. Assignments will vary dependent upon module expectations. Details for each assignment are located within the module pages in which the assignment is due. All assignments are due no later than Sunday 11:59 PM EST/EDT within their respective module.

Web Assignments:

The assignment is to design a personal web site that will be used as a tool to promote your career. You are also expected to post to social media sites (Twitter) and monitor responses and feedback from your posts.

Group Project:

This is a group project, where the class will be divided by the instructor into teams of between two and four students. Each team should think of themselves as a marketing consulting company that has been contracted by this organization to help them with their social media marketing activities. There is an initial Group Project Proposal due in Module One, and a final Group Project Report due in Module Seven.

Exams:

There are a total of two written response/essay exams in this course, a Midterm and Final, occurring in Modules 4 and 8. Complete each essay no later than Sunday 11:59 PM EST/EDT.

Grading Scale:

Grade Score (%)

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	60-66
F	0-59

Assessment of the Learning Outcomes:

Course Learning Outcome	Module	Assessment Method
1, 2, 7	1	Discussion, Group Project, Assignment 1
3, 4, 7	2	Discussion, Web Assignment
3, 4, 6, 7	3	Discussion, Assignment 2
4, 5, 7	4	Discussion, Midterm
4, 5, 6	5	Discussion, Assignment 3
4, 5, 6, 7	6	Discussion, Assignment 4
4, 5, 6, 7, 8	7	Discussion, Group Project Report
7, 8	8	Discussion, Final Exam, Assignment 5

Course Schedule:

Module 1 **Social Media Marketing**

Objectives

When you complete this module, you should be able to:

- Describe the Social Media Marketing Planning Cycle.
- Explain the 7 myths of Social Media Marketing.
- Understand the characteristics of a successful social media marketer and social media strategy

Assignments

Items to be Completed:	Due No Later Than:
Post an introduction to the class	Thursday 11:59 PM EST/EDT
Read the assigned material	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Individual Web Page Assignment	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT
Submit the Group Project proposal	Sunday 11:59 PM EST/EDT

Module 2 **Social Media Target Audiences and Rules of Engagement**

Objectives

When you complete this module, you should be able to:

- Explain the Persona Development Cycle.
- Compare the differences between Permission and Interruption Marketing.
- Describe the rules of engagement.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned material	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT

Module 3 Blogs, Podcasts, and Webinars

Objectives

When you complete this module, you should be able to:

- Identify the marketing benefits of blogging.
- Describe the tips for successful blogging.
- Explain how companies can integrate Webinars and Podcasts in their marketing strategies.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned material	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Assignment 2	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT

Module 4 Social Publishing

Objectives

When you complete this module, you should be able to:

- Describe the methods for publishing online.
- Explain how companies can market their products using articles, E-books, and white papers.
- Explain the concept of bounce rate.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned material	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Assignment 2	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT
Submit the Midterm Exam	Sunday 11:59 PM EST/EDT

Module 5 Videos and Photos in Social Media

Objectives

When you complete this module, you should be able to:

- Describe the benefits of marketing with online photos.
- Describe the best methods for creating effective videos.
- Identify the benefits of marketing with online videos.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned material	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Assignment 2	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT
Submit Assignment 3	Sunday 11:59 PM EST/EDT

Module 6 Social Networks

Objectives

When you complete this module, you should be able to:

- Explain the benefits of marketing with a social network.
- Identify the pros and cons of creating a white label social network.
- Identify the best tips for brand building with Twitter.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned material	
Post an initial response to the two discussion questions	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates' responses to the two questions	Sunday 11:59 PM EST/EDT
Post an initial response to the Ethics discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates' Ethics question	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT
Submit Assignment 4	Sunday 11:59 PM EST/EDT

Module 7 Social News and Location Marketing

Objectives

When you complete this module, you should be able to:

- Describe the discussion board Netiquette.
- Explain how to market products using location-based social networks.
- Identify and explain the key metrics for website visitor tracking using web analytics.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned material	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT
Submit the Group Project Report	Sunday 11:59 PM EST/EDT

Module 8 Social Media Plans and Metrics

Objectives

When you complete this module, you should be able to:

- Describe the key metrics for analyzing traffic sources.
- Describe the key metrics for analyzing website content.
- Explain the Social Media Plan Cycle.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned material	
Post two initial responses on two other group project reports	Thursday 11:59 PM EST/EDT
Post at least one response to your classmates' comments on your team's group project report	Sunday 11:59 PM EST/EDT
Complete the Web Assignment	Sunday 11:59 PM EST/EDT
Submit the Final Exam	Sunday 11:59 PM EST/EDT
Submit Assignment 5	Sunday 11:59 PM EST/EDT