

**Marketing 7397 – Social Media Marketing  
Fall 2015**

**Professor:** William Zahn  
**Office:** 375-N Melcher Hall  
**Office Hours:** Monday 10:00 am – 11:00 am or by appointment  
**Telephone:** 713-743-0323  
**e-mail:** [wjzahn@bauer.uh.edu](mailto:wjzahn@bauer.uh.edu)

**Required Readings**

A course pack of case studies and other materials has been made available to you for a reduced price. The pack is available at <https://cb.hbsp.harvard.edu/cbmp/access/38350488>.

Other readings, as indicated, will be put on Blackboard.

*If customer ignorance is a profit center for you, you're in trouble. – Gary Hamel*

*Either write something worth reading about or do something worth writing about.  
-- Ben Franklin*

**Course Description:**

Social media is rapidly changing the way businesses interact with their markets. A happy or unhappy customer used to tell 10 people about their experience, today they can tell 1000+ in minutes. Businesses of all sizes need to understand how this new way of communication is changing their competitive landscape. This course provides an in-depth understanding of the application of marketing principles to digital media, as well as strategies and tools to aid in marketing decision-making.

In this course, you will learn: 1. to understand digital media's role in an integrated marketing campaign, 2. to use social media to enhance relationship-marketing campaigns, 3. to reinforce the effectiveness of other marketing tools with social media, 4. to develop a critical eye for the implementation of social media marketing, and 5. to use social media to help (re)position a personal (or corporate) brand.

**Course Objectives:**

- 1) To understand social media's role in an integrated marketing campaign.
- 2) To show how social media can enhance relationship-marketing campaigns.
- 3) To consider social media's ability to reinforce the effectiveness of marketing tools.
- 4) To learn the basics of key social media marketing tools.
- 5) To develop a critical eye for the implementation of social marketing applications.
- 6) To use social media to help (re)position a corporate (or personal) brand.

If you participate in class, work closely with teammates, and complete assignments on time, you will improve your ability use social media to promote your ideas and products and to better represent yourself and your company. You also will learn how social media can help build long-term, profitable relationships with clients.

**Blackboard**

This class will use Blackboard as a course supplement. With Blackboard you can view class notes, download class readings, communicate with fellow students, and view grades and course progress at any time. Students are encouraged to log onto Blackboard regularly to stay current with the class.

**Grades***Class Participation*

You will get out of this class what you put into it. Classes are a combination of presentation, lecture, and discussion, with an emphasis on discussion. **You are expected to participate.** The more you come ready to participate, the better the class discussion and interaction, the more you learn and easier the exams and assignments will be.

**The best way to earn a high grade in this course is to read the course material and prepare questions and comments *before* coming to class.**

You are also required to turn in a Student Data Sheet and identifying your Team Members with a Team ID Sheet. These will be part of your participation grade. **Discussion Participation = 60 points, Peer Evaluation Sheet = 40 points: Total 100 points.**

*Case Analyses*

For each case, you will write a brief report, which should include:

- A recap of the current situation
- The main challenge/issue facing the company

- An summary analysis of possible solutions
- Your recommendation and why you believe this is the best solution
- Implications of the case study

Reports should be 2-3 pages in length. These are individual assignments and should be completed independently. You will be graded on the quality of your writing (clarity and brevity are important) and your problem solving ability (both identifying the correct issue and recommending the best solutions). 3 pages is the maximum length of the report and a 5-point penalty will be assessed if you exceed the limit.

### *HootSuite Certification*

As part of your enrollment in this class, you will be given a complimentary 90-day trial to Hootsuite and Hootsuite University. Hootsuite is an online, social media management platform. Part of your grade will involve becoming a Hootsuite Certified Professional.

### **Group Assignments**

Much of your grade for the semester will be based on working with a team. Employers look for success in getting things done with and through others. This is a great place to practice those skills. You must turn in a list of group members to me on **Monday August 31<sup>st</sup>**.

The group projects you will complete (discussed below) are an important part of this course. Please note that once you have selected your group, you MAY NOT switch teammates.

- View this as an opportunity to learn the art and science of teamwork - a critical part of business life. As a team member, you will be expected to contribute to the team. "Slackers" beware! At the end of the semester, each teammate will evaluate your participation in completing the team assignments, and these peer evaluations will factor into your final grade and are worth **40 points**.

### *Best Practices Presentation*

Your group will be assigned a social media platform to report on. In this 10-15 minute presentation, your group will present real world examples of companies, people, or other entities that are using the social platform well. You should explain what is (or isn't) working for each example you use. You may also include one example of an entity not using the platform well. Positive examples must include at least 2 companies and their marketing efforts and may also include individuals who are using the platform to build their own brand. *Please use screenshots for your presentation rather than linking to a specific social media page as most feeds change regularly.*

### *Final Project Presentation*

For the final project you will evaluate and create a plan for the social media presence of a company. You are free to choose any company, except those discussed in our case studies, to follow and evaluate its performance based on what we learned in class. The deadline to choose the company is the 28th of September. Make sure that you choose a product/brand that has enough activity for you to analyze. Your final project presentation should cover the following questions:

- Brief description of the brand/product/products. Where are they sold/marketed? What is the target market?
- Overview of the social media presence of the company. What platforms do they use? How actively?
- Evaluation of the social media activities.
  - Are the activities appropriate for the brand?
  - Is there interaction between the brand and consumers and between consumers?
    - Should there be more/less? Is it useful? How successful are they in terms of number (follower/fans)?
  - Analyze the company's social media presence over time (as far as you can go in the past). Do you see any trends?
  - Provide a rough estimate of the resources needed to maintain the social media presence you currently observe.
  - What would you change? How would you improve the company's social media presence? Be realistic in terms of budget constraints.
- Social Media Marketing Plan

### **Late Assignments**

Written assignments are **due at the beginning of class** on the designated date and should be submitted via the Turnitin extension on Blackboard. Make sure that you submit every assignment on time to get full credit for your assignment. **If the assignment is not submitted on time you will be penalized 10 points for each hour the assignment is late.** It is up to you to keep track of due dates for the assignments, so please refer to this syllabus and WebCT Blackboard often to keep abreast of the schedule. Please do not depend on the instructor to remind you of due dates.

### **Students with Disabilities**

The Center for Students with Disabilities provides a variety of academic support services to all currently enrolled UH students who have any type of mental or physical disability of either a temporary or permanent nature. If you feel that you may need assistance of this nature, you may wish to call the Center at (713) 743-5400. In addition, you should let me know about any special needs as soon as possible.

### **Academic Honesty**

In accordance with university policy, cheating of any type on exams, quizzes, or papers will not be tolerated. Any student caught cheating will be dealt with according to university policy. Please refer to your student handbook for specific policies regarding academic honesty.

### **Bauer Code of Ethics**

1. Bauer students shall maintain the standard of academic honesty set forth under the University of Houston's Academic Honesty Policy;
2. Bauer students shall respect other students, faculty, staff and the Bauer environment; and
3. Bauer students shall maintain individual accountability and integrity.

### **Statement about Teaching**

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions.

### **Grading Summary**

Final grades will be determined as follows:

- **Individual Performance: 350 points**
    - Participation – 100 points
    - Case Analyses (8 x 25 pts) – 200 points
    - HootSuite Certification – 50 points
  - **Group Performance: 150 points**
    - Best Practices Presentation – 50 points
    - Final Project Presentation – 100 points
- 500 points total

**Grade Scale**

<b>Grade</b>	<b>Total Points Received</b>
A	460-500
A-	448-459
B+	435-447
B	410-434
B-	398-409
C+	385-397
C	360-384
C-	348-359
D+	335-347
D	310-334
D-	298-309
F	297 & below

**Fall 2015 Tentative Schedule (changes to the schedule will be announced ahead of time)**

<b>Date</b>	<b>Class Topic</b>	<b>Readings</b>	<b>Assignment Due</b>
8/24	Introduction and course overview The Horizontal Revolution	<ol style="list-style-type: none"> <li>1. Disentangling the Web<sup>1</sup></li> <li>2. How Social Media Drives Brand Engagement and Sales<sup>2</sup></li> <li>3. Beyond the 4Ps<sup>1</sup></li> </ol>	<i>Student information sheet (In class)</i>
8/31	Social Media Marketing Strategy and Integrated Marketing Communications	<ol style="list-style-type: none"> <li>1. Social Media for Strategy-Focused Organizations<sup>1</sup></li> <li>2. Social Media Marketing<sup>1</sup></li> <li>3. To Tweet or not to Tweet<sup>1</sup></li> </ol> <p>Case 1. HubSpot: Inbound Marketing and Web 2.0</p>	<i>Hubspot Case Analysis</i>
9/7	<b>LABOR DAY HOLIDAY – NO CLASS</b>		
9/14	Contagion: Getting Your Ideas to Spread	<ol style="list-style-type: none"> <li>1. Dumb ways to die<sup>2</sup></li> <li>2. Emotion and Virality<sup>2</sup></li> </ol> <p>Case 2. Mekanism: Engineering Viral Marketing</p>	<i>Mekanism Case Analysis</i>
9/21	Social Consumers and Community	<ol style="list-style-type: none"> <li>1. Digital Natives, Digital Immigrants – pt. 1 and 2<sup>2</sup></li> <li>2. Advertising's New Medium: Human Experience<sup>1</sup></li> </ol> <p>Case 3. Social Strategy at Nike</p>	<i>Nike Case Analysis</i>
9/28	Using Social Media to Build Personal and Corporate Brands	<ol style="list-style-type: none"> <li>1. Branding in the Digital Age<sup>1</sup></li> <li>2. The Brand Called You<sup>2</sup></li> </ol> <p>Case 4. Dove: Evolution of a Brand</p>	<i>Dove Case Analysis</i>
10/5	Social Commerce	<ol style="list-style-type: none"> <li>1. The Influence of Social Media on Purchase Decisions in High-Involvement Categories<sup>1</sup></li> <li>2. Social Shopping Promotions from a Social Merchant's Perspective<sup>1</sup></li> </ol> <p>Case 5. Groupon for Local Businesses</p>	<i>Groupon Case Analysis</i>
10/12	Managing User Generated Content	<ol style="list-style-type: none"> <li>1. What Marketers Misunderstand about Online Reviews<sup>1</sup></li> <li>2. How to Make Online Reviews Work for You<sup>1</sup></li> </ol> <p>Case 6. Managing Online Reviews on TripAdvisor</p>	<i>TripAdvisor Case Analysis</i>
10/19	Real Time Public Relations	<ol style="list-style-type: none"> <li>1. What Unhappy Customers Want<sup>1</sup></li> <li>2. Reputation Warfare<sup>1</sup></li> </ol> <p>Case 7. United Breaks Guitars</p>	<i>United Airlines Case Analysis</i>
10/26	Social CRM	<ol style="list-style-type: none"> <li>1. Why Your Company Needs to Embrace Social CRM<sup>2</sup></li> <li>2. Why Brands Fail When it</li> </ol>	<i>EMC2 Case Analysis</i>

		Comes to Social Media Listening <sup>2</sup> Case 8. EMC2: Delivering Customer Centricity	
11/2	Social Media Tools: Facebook and LinkedIn	To be announced	
11/9	Social Media Tools: YouTube and Twitter	To be announced	<i>Facebook Best Practices</i> <i>LinkedIn Best Practices</i>
11/16	Social Media Tools: Pinterest and Instagram	To be announced	<i>YouTube Best Practices</i> <i>Twitter Best Practices</i>
11/23	Social Media Metrics	1. Using Social Media Data to Track the Effectiveness of a Communications Campaign <sup>1</sup> 2. Generating Perceptual Maps from Social Media Data <sup>1</sup> Case 9. Sephora Direct: Investing in Social Media, Video, and Mobile	<i>Pinterest Best Practices</i> <i>Instagram Best Practices</i> <b>Optional CASE PAPER</b>
11/30	Final Projects		

1. Available in Readings Packet
2. Available on Blackboard