

Marketing 7332 – Social Media Marketing
Spring 2019

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

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 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 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.

Required Readings

Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series) 3rd Edition by Perry Marshall. ISBN-13: 978-1599186115

Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World by Gary Vaynerchuk. ISBN 978-0062273062

(OPTIONAL) The Art of Social Media: Power Tips for Power Users by Guy Kawasaki and Peg Fitzpatrick. ISBN 978-1591848073

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

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. Your participation score will be a combination of your attendance in class and your contribution to class discussions. Remember, we are looking for quality, not quantity, of contributions.

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.

Google Analytics Certification

As part of your successfully completing this class, you will be required to complete and pass the Google Partners Analytics exam <https://landing.google.com/academyforads/> once signed in go

here: https://academy.exceedlms.com/student/catalog/list?category_ids=540. Expect to spend at least 3 hours.

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.

The group assignments you will complete (discussed below) are an important part of this course.

- 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! Throughout the semester, each teammate will evaluate your participation in completing the team assignments, see more below.

Lab Assignments

Some lectures will be accompanied by a lab assignment. These labs will be completed in teams of 2 and are reflective of real-world social media tasks that a social media manager would typically perform. They can be finished in class and are due by the start of the following class.

Group Presentations and Projects

The class will be divided by the professors into teams of 4-5. Please submit your resume to facilitate the assignment of the teams. Please note that once you have been assigned to your group, you MAY NOT switch teammates. **Group assignments will be made by January 29th.**

Mid Term Presentation

For the project you will evaluate the social media presence of a company. You are free to choose any company to follow and evaluate its performance based on what we have learned so far in class. The deadline to choose the company is the 5th of February. Make sure that you choose a product/brand that has enough activity for you to analyze. Your 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 interaction? Is the interaction useful for consumers and the company?

- How successful is the company in terms of number (follower/fans)?
- Analyze the company's social media presence over the past 12 months. Do you see any trends?
- What would you change? How would you improve the company's social media presence? Be realistic in terms of budget constraints.

Facebook Group Projects

Projects will involve you working with an actual client to manage a \$500-\$1500 budget for Facebook advertising

Students will be graded throughout the preparation, launch and optimization of the campaigns for their effort, decisions and quality of work.

The final deliverable will consist of two, equally-weighted parts: a report and a presentation.

The group project report will include an analysis of your Facebook campaign. The presentation should be a 20-minute summary of your report for the class and possibly client, with 10 additional minutes available for Q&A.

Peer Evaluations

Peer evaluations will be taken **2 times** during the semester. At each evaluation, your teammates will be asked for written feedback of your performance and evaluate your effort. Both evaluations will impact grades on group assignments.

Late Assignments

Written assignments are **due at the beginning of class** on the designated date and should be submitted via email to both professors. Make sure that you submit every assignment on time to get full credit for your assignment. 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: 150 points**
 - Participation – 100 points
 - Google Analytics Certification – 50 points
 - **Group Performance: 350 points** (can be influenced by Peer Evaluation Scores)
 - Lab Work (4 x 25 points) – 100 points
 - Best Practices Presentation – 50 points
 - Facebook Project Work – 100 points
 - Final Facebook Report – 50 points
 - Final Facebook Presentation – 50 points
- 500 points total

Grade Scale

Grade	Total Points Received
A	450-500
B	400-449
C	350-399
D	300-349
F	299 & below

Spring 2019 Tentative Schedule

Date	Topic	Reading	Assignment Due
1-15	The Horizontal Revolution	1. The Cluetrain Manifesto (in class)	Submit 2 Hard Copy Resumes
1-22	Social Media Marketing Strategy and Writing for Social Media	1. JJRH – ch. 1 and 2 2. Ultimate Guide chs 16, 19-20 3. (Optional) AoSM – ch. 1, 2-4, 10	Writing Lab Assignment
1-29	Analytics/Social Media Metrics	1. The Five Easy Steps to Measure Your Social Media Campaigns 2. The Delightfully Short Guide to Social Media ROI 3. 10 Social Media KPIs You Should Track and Monitor	UTM Lab Assignment Projects Introduction
2-5	Content Marketing	1. Moz Beginner Guide to Content Marketing (chapters 2, 3, 5) 2. How to Create Boring-Industry Content that Gets Shared 3. Most Important Content Marketing Study Results of '16 4. (Optional) AoSM – ch. 5	Meet with Clients (For Facebook Project)
2-12	Twitter	1. JJRH ch. 4 2. The Beginner's Guide to Twitter 3. Twitter Advertising in 2017 – The Complete Guide	Twitter Lab Assignment
2-19	LinkedIn	1. How to Build the Best LinkedIn Marketing Strategy for Your Business 2. How to Master Content Marketing on LinkedIn 3. The Complete Guide to LinkedIn Ads	LinkedIn Lab Assignment Guest Speaker
2-26	Instagram and Pinterest / Influencer Marketing	1. JJRH chs. 5-6 2. The Ultimate Instagram Marketing Guide 3. Pinterest Marketing Guide 4. Pinterest Traffic Experiment	Guest Speaker
3-5	Class Project Presentations		Peer Evaluation (Due)
3-12	Spring Break		
3-19	Facebook 1: Organic and Audience Research	1. Ultimate chs 1-9, 13, 23-24 2. Guide to Facebook Insights 3. Facebook Ads for Beginners	Facebook Project Work
3-26	Facebook 2: Ad Writing, Account Structure & Campaign Setup	1. Ultimate chs 17-18, 21-22	Facebook Project Work
4-2	Facebook 3: Campaign Optimization and Launch	1. Ultimate chs. 25-29	Facebook Project Work
4-9	Facebook 4: Campaign Review Online Reputation Management	1. Ultimate chs. 10-12, 14-15	Facebook Project Work

4-16	Other Social PPC Platforms	<ol style="list-style-type: none">1. The Case for YouTube Advertising2. Pinterest SEO in 20183. Three Reasons Why You Need to Try Pinterest Ads	Google Analytics Certification Facebook Campaigns to Be Completed
4-23	Campaign Presentations		Campaign Report (Due) Final Peer Evaluation (Due)