

## COMM 4485-01D-Media Marketing Campaigns

Mondays, 5:30 pm - 8:15 pm

TLC Room 1106

Fall Semester 2018

|                            |   |
|----------------------------|---|
| <b>Instructor:</b>         | Dr. Patrick Hadley Humanities   |
| <b>Office:</b>             | 214   |
| <b>Office Phone:</b>       | 678-839-4931  |
| <b>Google Voice:</b>       | 404-919-7349 (for urgent communications outside of office hours)                                    |
| <b>E-mail:</b>             | CourseDen D2L Email (preferred email for normal course-related communications)                      |
| <b>Office Hrs-F2F:</b>     | Mondays: 9:30 am - 10:30 am; 1:30 pm - 3:30 pm<br>Wednesdays: 9:30 am – 10:30 am; 1:30 pm - 2:30 pm |
| <b>Office Hrs-Virtual:</b> | Tuesdays & Thursdays: 9:30 am - noon (Or by appointment)  |

### Course Description and Objectives

Social Media Marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with consumers. The dramatic growth of social media has extended to traditional or “legacy” mass media industries (e.g., journalism, television, radio, film/video, public relations) as they attempt to evolve and compete in fast-evolving digital environments. Social media has the potential, if used effectively, to allow traditional media companies to gain a competitive advantage through the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly-defined audiences.

Unfortunately, many media companies today are not fully or adequately prepared for the intrusion of social media into their industries. It’s not that media businesses are not trying; many of them have Facebook Twitter, LinkedIn, or Instagram accounts already established. They have a presence and are disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students entering the workforce to be equipped with general theories and knowledge when it comes to social media marketing, nor is being an active social media consumer or even one who posts regularly on social media. Students will need to know how to use new and constantly updated social media marketing strategies to be valuable in diverse media marketplaces after graduation.

### Department of Mass Communications Learning Outcomes

1. Awareness: Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.
2. Understanding: Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and

technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

3. **Application:** Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

### **Course Learning Outcomes**

This course will offer you an opportunity to:

- Describe what social media is and how this new type of media and communications technology influences how traditional or legacy media are created, marketed, and distributed
- Identify key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies
- Practice using the predominant social media tools currently available for marketing communication content
- Examine innovative uses for social media in a variety of media areas and processes
- Illustrate how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value
- Develop a strategic plan to identify opportunities for using social media to support initiatives of a (real or imaginary) traditional media company

By the end of this course, students will know how to help a traditional media company implement a successful content strategy using social media platforms such as Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and YouTube.

### **Course materials**

There is no physical textbook for this course. Instead, the required course materials are available by purchasing an access code for an eBook and social media marketing simulation bundle (ISBN: 0999630245):

- *Essentials of Social Media Marketing* (ESMM) by Michelle Charello (eBook)
- *Mimic Social Simulation* (social media marketing simulation)

The link is now available for you to go to the website for Stukent (the publisher of our course resources) to register for the course site and purchase the eBook/simulation bundle (*Essentials of Social Media Marketing/Mimic Social Simulation*). The Stukent registration/purchase link is below:

<https://home.stukent.com/join/B15-5A0>

Step 1: When you click on the link, you will be brought to a page with the course number and title of our course, where you will be asked to enter your email address. Please enter your westga.edu email address and click “Submit.”

Step 2: A page will then appear with a banner image for *Mimic Social Simulation* and a "Pay Here" link on the right. Just below will be another banner image for the *Essentials of Social Media Marketing* eBook, with an identical "Pay Here" link on the right. If you click either “Pay Here” link, you will see the same payment page.

Note that access codes for the eBook/simulation bundle is available through the UWG bookstore, but the cheapest way to purchase the bundle is to purchase directly from Stukent.com. Please let the instructor know if you have any problems registering or purchasing the bundle.

**IMPORTANT:** The bulk of the readings for the course, quizzes, expert session videos, and simulations will be provided, and graded, through the *Essentials of Social Media Marketing* eBook and the *Mimic Social Simulation*. **It is not possible to pass this class without purchasing access to this resource.**

### **Student Rights and Responsibilities**

Please carefully review the following information at this link ([http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)). It contains important material pertaining to your rights and responsibilities in this class, including accessibility guidelines and the university honor code. Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

### **Attendance/Participation**

You are strongly encouraged to attend all regularly scheduled class sessions. Class absence may compromise participation grades and result in missing verbal, in-class clarifications of future discussion post questions or *Mimic Social Simulation* guidelines.

### **CourseDen (D2L)**

While much of the work in this class will be completed in the Stukent *Essentials of Social Media Marketing* (ESMM) eBook and *Mimic Social Simulation*, some assignments will be completed in the CourseDen *Discussions* area, while grades will be posted in the *Grades* area in CourseDen. For

CourseDen (D2L) assistance, including orientations and troubleshooting, I encourage you to reference the technical support resources at the bottom of your CourseDen homepage: UWG Online Helpdesk Services (<https://www.westga.edu/uwgonline/uwg-online-student-help.php>), via email at [online@westga.edu](mailto:online@westga.edu), or by phone at 678-839-6248.

The *Discussions* tab is where you will go for virtual classroom discussions.

### ***Email***

The *Email* tool allows the members of the class to exchange emails with each other, and to exchange emails with me. Each time you log in, it is important that you check *Email*, particularly for messages from me. Do not send e-mail related to this course to my UWG e-mail address (unless you cannot access CourseDen).

### **Grading Policy**

The assessment and grading system is intended to reflect student learning and performance.

|  |             |
|--|-------------|
| Chapter Quizzes (1% x 17 chapters)                   | 17%         |
| Discussion Posts/Activities (1% x 17 chapters)       | 17%         |
| Personal Brand                                       | 10%         |
| Mimic Social Simulation (2% x 12 rounds)             | 24%         |
| Final Project  | 16%         |
| Participation  | 10%         |
| <u>Expert Session Video Quizzes (1% x 6 quizzes)</u> | <u>6%</u>   |
| <b>Total</b>   | <b>100%</b> |

In the interest of academic integrity and fairness, please note that at the end of the semester, I do not offer individual extra credit opportunities.

I round up final grade percentages, so a final grade percentage of 89.50 would be rounded up to 90. However, a final grade percentage of 89.39 would NOT be rounded up. Each point on every assignment is important to your final grade percentage and final letter grade.

### **ASSIGNMENTS Chapter Quizzes (17% of final grade)**

Every chapter from the textbook has an accompanying quiz. The quiz must be completed -- in general -- by noon on the day the reading assignment is due. During most weeks, that will be on Monday, but when Monday falls on a holiday or there is another intervening factor, the deadline day may be later in the week.

Your first chapter quiz must be completed by **noon on Monday, August 27th.**

### **Discussion Posts/Activities (17% of final grade)**

Our eBook focuses on Social Media Marketing, but does not explicitly apply it to the traditional mass media industries. Each assigned reading in the *Essentials of Social Media Marketing* eBook will be supplemented with articles and videos exploring how mass media entities and professionals are incorporating various social media applications into their business strategies. You will explore these application issues in discussion posts and

activities related to the topics in each ESMM chapter. **(Discussion topics will be posted in the CourseDen Discussions area.)**

### **Personal Brand (10% of final grade)**

If you are interested in the field of social media marketing, it is important that you establish and maintain your own social media presence, as an extension of your personal brand. Your personal brand is a marketing strategy focused on the most important product... YOU! It's your reputation, and the combination of your personal attributes that differentiate you from your peers.

With this assignment, you will spend time figuring out who you really are and what you want from your life by working on your personal branding worksheet. This worksheet has been slightly adapted from the original version by Meg Guiseppi, Personal Branding Expert, and Founder and CEO of Executive Career Brand (Guiseppi, 2017).

If you are seeking your first full-time position or looking to change careers, defining your personal brand online and offline will help those assessing your work determine if they should hire you. This assignment consists of completing the 9 steps in the personal branding worksheet found in Chapter 2, and in the course resources. After completion of chapter 2, students will then build their personal brand online by optimizing their LinkedIn and Twitter profiles for professional use. Students should follow all of the best practices provided in chapter 2 for updating profiles. **(You will post the completed worksheet in the designated CourseDen Discussions area. More detail will be provided at the first and second class sessions.)**

### **Mimic Social Simulation (24% of final grade)**

A very important part of this course is the simulation, which you will begin roughly halfway through the semester. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. There are ten rounds to the simulation. The first round is a simulation activity, and the second round involves answering questions after analyzing your results from the activities in the first round. The third round involves a simulation activity, with round 4 answering questions based on your results from round 3, and so on. It is likely that your results in the first and third rounds may not be as strong as you would like, but that is not a problem. Don't worry. The process of "trial and error" is part of the learning value of the simulation. The simulations, combined with the lesson materials, will help prepare you for success in social media marketing. **(More detail will be provided early in the semester.)**

### **Expert Session Videos (6% of final grade)**

There are six expert session videos in selected chapters. These videos feature social media marketing experts discussing specific topics from that chapter in detail. The weekly schedule will inform you the chapters where you are assigned to watch the Expert Session video. Each Expert Session video has a corresponding quiz that you must complete, in addition to the regular quiz for that chapter. **Unlike the regular chapter quizzes, the Expert Session quizzes will be located in the Quizzes area in CourseDen.** It is highly recommended that you watch these expert session videos and complete the quizzes to get timely, practical

information from people in the industry. (**See Weekly Course Schedule for viewing and quiz deadlines.**)

### **Final Project (16% of final grade)**

Generally speaking, the scope of the final project is to help a traditional media client (real or imaginary) develop a social media marketing strategy for their company/brand/product(s). The specifics will be discussed later in the semester.

You and/or your team will create and present a slide deck to share your social media marketing plan to meet the final project objectives. (**More detail will be provided later in semester.**)

### **Participation (10% of final grade)**

Class participation includes participating in class discussions, as well as class activities or exercises beyond the designated assignments for class.

[END OF SYLLABUS]

[[CLICK HERE](#) FOR WEEKLY SCHEDULE IN SEPARATE DOCUMENT]

**MEDIA MARKETING CAMPAIGNS (COMM 4485-01D)**  
**WEEKLY SCHEDULE**  
**FALL 2018**

| <b>Week</b>   | <b>Topics</b>   | <b>Readings Due</b>   | <b>Assignments Due</b>   |
|---|---|---|--|
| Wk 1:   | No class scheduled  |   |  |
| Wk 2:<br>M-Aug 20<br>(F2F class<br><b>WILL</b> meet)  | Course Introduction   | -Review Syllabus and Weekly Schedule<br><br>-Online Content on social media marketing in context of traditional media           | -Activate Stukent Account  |
| Wk 3:<br>M-Aug 27<br>(F2F class<br><b>WILL</b> meet)  | -Introduction to Social Media Marketing                             | -ESMM Ch. 1<br>-Supplemental Resources (see CourseDen)  | <b><u>Deadline- Mon. 8/27 @ noon</u></b><br>-ESMM Ch. 1 Quiz<br><br>-Discussion Post (CourseDen)   |
| Wk 4:<br>M-Sept 3                                     | Labor Day - No Class Meeting<br><br>-Developing Your Personal Brand | -ESMM Ch. 2<br>-ESMM Ch. 2 Expert Session video   | <b><u>Deadline - Wed 9/5 @ noon</u></b><br>-ESMM Ch. 2 Quiz<br>-ESMM Ch. 2 Expert Session video quiz<br>-Discussion Post (CourseDen)<br><b>-Personal Brand Worksheet (Post on CourseDen) - updated 8/24/18</b> |
| Wk 5:<br>M-Sept 10<br>(F2F class<br><b>WILL</b> meet) | -Social Media Marketing Strategy<br><br>-Social Media Advertising   | ESMM Ch. 3<br><br>ESMM Ch. 16<br><br>-Supplemental Resources on Social Media Marketing Strategy and Advertising (see CourseDen) | <b><u>Deadline - Mon 9/10 @ noon</u></b><br>-ESMM Ch. 3 Quiz (deadline - Mon 9/10 @ noon)<br><br>-ESMM Ch. 16 Quiz (deadline - Mon 9/10 @ noon)<br><br>-Discussion Posts (CourseDen)                           |
| Wk 6:   | -Marketing with Facebook  | -ESMM Ch. 4   | <b><u>Deadline: Mon 9/17 @</u></b>   |

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| M-Sept 17 (<br><b>NO F2F<br/>class<br/>meeting</b> )          | -Marketing with Instagram   | -ESMM Ch. 4 Expert<br>Session video<br><br>-ESMM Ch. 5<br><br>-Supplemental<br>Resources on<br>Facebook and<br>Instagram (see<br>CourseDen)    | <b>noon</b><br>-ESMM Ch. 4 Quiz<br>-ESMM Ch.4 Expert<br>Session video quiz -<br>ESMM Ch. 5 Quiz<br>-Discussion Posts<br>(CourseDen)                              |
| Wk 7:<br>M-Sept 24<br>( <b>NO F2F<br/>class<br/>meeting</b> ) | -Marketing with Twitter<br><br>-Marketing with Snapchat                     | -ESMM Ch. 6<br>-ESMM Ch. 6 Expert<br>Session video<br>-ESMM Ch. 7<br>-Supplemental<br>Resources on Twitter<br>and Snapchat (see<br>CourseDen)  | <b>Deadline: Mon 9/24 @<br/>noon</b><br>-ESMM Ch. 6 Quiz<br>-ESMM Ch. 6 Expert<br>Session video quiz<br><br>-ESMM Ch. 7 Quiz<br>-Discussion Posts<br>(CourseDen) |
| Wk 8:<br>M-Oct 1<br>( <b>NO F2F<br/>class<br/>meeting</b> )   | -Marketing with Pinterest<br><br>-Marketing with LinkedIn                   | -ESMM Ch. 8<br>-ESMM Ch. 9<br>-ESMM Ch.9 Expert<br>Session video<br>-Supplemental<br>Resources on Pinterest<br>and LinkedIn (see<br>CourseDen) | <b>Deadline: Mon 10/1 @<br/>noon</b><br>-ESMM Ch. 8 Quiz<br>-ESMM Ch. 9 Quiz<br>-ESMM Ch. 9 Expert<br>Session video quiz<br>-Discussion Posts<br>(CourseDen)     |
| Wk 9:<br>M-Oct 8<br>(F2F class<br><b>WILL</b> meet)           | -Marketing with YouTube<br><br>-Social Media Analytics and<br>Measuring ROI | -ESMM Ch. 10<br>-ESMM Ch. 10 Expert<br>Session video<br>-ESMM Ch. 18<br>-Supplemental<br>Resources on YouTube<br>(see CourseDen)               | <b>Deadline: Mon 10/8 @<br/>noon</b><br>-ESMM Ch. 10 Quiz<br>-ESMM Ch. 10 Expert<br>Session video quiz<br>-ESMM Ch. 18 Quiz<br>-Discussion Post<br>(CourseDen)   |
| Wk 10:<br>M-Oct 15<br>( <b>NO F2F<br/>class<br/>meeting</b> ) | Blogs, Vlogs, Podcasts & Webinars   | -ESMM Ch. 11<br>-Supplemental<br>Resources<br>(CourseDen)  | <b>Deadline: Mon 10/15<br/>@ noon</b><br>-ESMM Ch. 11 Quiz<br>-Discussion Post<br>(CourseDen)<br>-Blog Project (details to<br>be provided)                       |
| Wk 11:<br>M-Oct 22<br>(F2F class                              | Social Media Marketing<br>Campaigns   | -ESMM Ch. 12<br>-Supplemental<br>Resources   | <b>Deadline: Mon 10/22<br/>@ noon</b><br>-ESMM Ch. 12 Quiz   |



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| <b>WILL meet)</b>                                      |  | (CourseDen)  | -Discussion Post (CourseDen)<br>-Mimic Social Round 1 & 2  |
| Wk 12:<br>M-Oct 29<br>( <b>no F2F class meeting</b> )  | Influencer Marketing with Social Media         | -ESMM Ch. 13<br>-ESMM Ch. 13 Expert Session video  | <b><u>Deadline: Mon 10/29 @ noon</u></b><br>-ESMM Ch. 13 Quiz<br>-Discussion Post (CourseDen)<br>-Mimic Social Rounds 3 & 4  |
| Wk 13:<br>M-Nov 5<br>( <b>NO F2F class meeting</b> )   | Employee Advocacy                              | -ESMM Ch. 14<br>-ESMM Ch. 14 Expert Session video<br>-Supplemental Resources (CourseDen) | <b><u>Deadline: Mon 11/5 @ noon</u></b><br>-ESMM Ch. 14 Quiz<br>-ESMM Ch. 14 Expert Session video quiz<br>-Discussion Post (CourseDen)<br>-Mimic Social Rounds 5 & 6 |
| Wk 14:<br>M-Nov 12<br>( <b>class WILL meet F2F</b> )   | Social Media Policies and Crisis Response Plan | -ESMM Ch. 15<br>-Supplemental Resources (CourseDen)                                      | <b><u>Deadline: Mon 11/12 @ noon</u></b><br>-ESMM Ch. 15 Quiz<br>-Discussion Post (CourseDen)<br>-Mimic Social Rounds 7 & 8  |
| Wk 15:<br>M-Nov 19                                     | Thanksgiving Break - No Classes                |  |  |
| Wk 16:<br>M- Nov 26<br>( <b>NO F2F class meeting</b> ) | Social Selling                                 | -ESMM Ch. 17<br>-Supplemental Resources (CourseDen)                                      | <b><u>Deadline: Wed 11/26 @ noon</u></b><br>-ESMM Ch. 17 Quiz<br>-Discussion Post (CourseDen)<br>-Mimic Social Rounds 9 & 10   |
| Wk 17:<br>M-Dec 3<br>( F2F class <b>WILL meet</b> )    | Discussion of Final Project Status             | -No New Assignment   | <b><u>Deadline: Mon 12/3 @ noon</u></b><br>-Mimic Social Rounds 11 & 12  |

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| Final Exam<br>Wk:<br>M- Dec 10<br>(5:00 pm -<br>7:00 pm) | Final Exam Time Slot<br><br>(NO FINAL EXAM - NO NEED TO<br>COME TO CLASS FOR FINAL<br>EXAM MEETING TIME) | NO ASSIGNMENT | <b><u>Final Project</u></b><br><b><u>Deadline: Monday,</u></b><br><b><u>Dec. 10 @ 5:00 pm</u></b><br>(more detail to be<br>provided) |