

364570: Social Media Marketing

MGMT-X 460.398

Winter 2019 Section 1 2 Credits 01/07/2019 to 02/17/2019 Modified 01/07/2019

Description

This course looks at the channels of marketing, advertising, and communication that make up social media and the Web, exploring how these tools fit into a company's traditional integrated marketing strategy. Using case studies and real-world examples from large corporations and small businesses, students explore current examples and future opportunities of how marketing professionals embrace online social networks, user-generated content and content sharing to create brand awareness and buzz. Learn practical tips and techniques as well as see the bigger picture to help successfully leverage social media marketing for your own environment and purpose.

Objectives

Over 100 million+ videos are downloaded from YouTube each day. Technorati tracks over 50 million blogs. There are millions of profiles on social networking sites such as Facebook, Twitter, and others. Is this just hype or has marketing, advertising, and communication changed forever? And how do these tools fit into a company's traditional marketing strategy. This six-week intensive online course looks at the new channels of marketing, advertising, social employee advocacy, and communication that make up the social media and Web 2.0 space. Using case studies and recent real-world examples, we explore current examples and future opportunities in how marketing professionals can embrace online social networks, user generated content and content sharing, blogs, and podcasts to create brand awareness and buzz. Students learn practical tips and techniques as well as bigger picture outlooks to help them successfully leverage social media marketing in their own environments.

Outcomes

By the end of this course you should be able to:

- Critically evaluate various social media and determine their uses and drawbacks.
- Understand branding and how brands are perpetuated, enhanced and damaged online.
- Analyze the various stakeholders and how to integrate their needs into a campaign.
- Distinguish between rules, conventions, etiquette, ethics, and best practices.
- Plan a social media marketing campaign to achieve measurable objectives.

Materials

This class will utilize a number of current and relevant articles and blogs from some of the best social media marketing players in the business. Three outstanding texts are recommended (but not required). The only required text is below. As you read the book you will understand the absolute importance of what Simon Sinek calls "the Golden Circle." Its importance to marketing, brands, and social media marketing is significant. A brand without a WHY, is not in a very good position to succeed in the transparent world of social media.

Start with Why (required)

Publisher: Penguin | Author: Simon Sinek

ISBN: 978-1-59184-280-4 (print version)

ISBN: 978-1-10114-903-4 (ebook/Kindle version)

Recommended Texts (not required)

Tom Kelly and Dave Kelly, *Creative Confidence*, Crown Business, ISBN-978-0-385-34936-9.

Ann Handley & C.C. Chapman, *Content Rules*, Wiley, ISBN-978-0-470-64828-5.

Jeremy Gutsche, *Better and Faster*, Crown Business, ISBN-978-0-385-346-54-2.

Deliverables

Discussion Questions (guidelines):

Complete one 5-point Discussion Question (TD) each week, writing one post with your initial thoughts due by midnight on Wednesday each week, and at least one response to a classmate's post. These are "quality" posts and not short answers.

Homework:

Complete four mini-cases worth six points each based on topics discussed in this course.

Twitter Chat: we will conduct one 30-minute Twitter chat around mid-course. You are required to make a minimum of three tweets to respond to the questions posed by the instructor. More details will be provided including the hashtag address for the chat.

Final Project:

The final project will consist of completing these core components of a social media marketing plan. The student will select a brand and based on his/her review of the brand's website, blogs, and social media channels, will provide an analysis of the following:

1. Brand Value Proposition (BVP)
2. Buyer Persona Development
3. Brand Story
4. Content Distribution Strategy
5. Content Marketing Strategy

Details are provided in the Module 1 overview.

Evaluation

DELIVERABLES

> Assignments:

Discussion Questions 6 X 5 = 30 points

Homework (cases) 4 X 6 = 24 points

Twitter Chat 1 = 11 points

Final Project 1 = 35 points

> Grand Total points: 100

Grading Scale

[Grading Policy & Course Requirements](#)

The following grading scale will be used in the course:

Grading Policy

The following grading scale will be used in the course:

A	93 and above
A-	90 – 92
B+	87 – 89
B	82 – 86
B-	80 – 81
C+	77 – 79
C	72 – 76
C-	70 – 71
F	Below 70

* Course Policies

Instructor Expectations

As we begin our journey together please review what is expected of you during our time together in class:

Aspire to Greatness: Work earnestly with intent to learn and desire to succeed.

Avoid Emotional Responses: If you are angry or emotional, wait to write a post or speak in class. The ability to write and save messages for later review is one of the advantages of asynchronous learning.

Contact Your Instructor: Be sure to remain in contact with your instructor, especially if you encounter challenges that might affect your ability to participate in class or complete your work.

Customize Subject Lines: Change the subject line of a threaded message to reflect the changing topic. **Disregard Simple Statements:** Reading or hearing simple messages or statements that restate a point or add little to the conversation (e.g. "I agree!") can be frustrating for everyone in the class.

Edit Discussion Questions: Remove irrelevant portions of the message when replying, leaving enough to place your note in context, or quote or summarize the relevant passage in your own message.

Format Posts Properly: Limit paragraphs to five to seven lines. Avoid fonts that have exotic fonts, style, color, or size, and avoid all capitalized letters except in limited circumstances.

Participate Respectfully: Ask questions, share stories and participate in activities, listening to others and respecting everyone's right to share their thoughts. Respect your classmates and avoid personal attacks.

Stay on Topic: While discussion is encouraged and expected in our classrooms, rambling and tangential conversations may not always be conducive to a quality learning experience.

Use Proper Grammar: Endeavor to post intelligible and intelligent messages; avoid grammatical, spelling, and typographical errors.

Policies and Procedures

Academic Integrity Policy: Academic integrity covers behavior in cheating, plagiarism, and fabrication of information. These behaviors are not tolerated. Students are encouraged to familiarize themselves with the UCLA Extension Student Conduct Code and the official statements regarding cheating and plagiarism at: <https://www.uclaextension.edu/Pages/str/StudentConduct.aspx>

(<https://www.uclaextension.edu/Pages/str/StudentConduct.aspx>) All Grades are Final: No change of grade may be made by anyone

other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor communicating directly with personnel of Student and Alumni Services. Assignments: All written work should conform to APA guidelines. Be sure to indicate your name, course name and number, assignment title, and due date. Assignments should be electronically as a Microsoft Word file (.doc or .docx), Rich Text File (.rtf), or Adobe Acrobat file (.pdf) and posted to the appropriate Discussion Board Forum by 11:59 PM (Pacific) on the day on which this syllabus indicates it is due. Contact: When contacting your instructor identify yourself by name, indicating that you are a UCLA Extension student, and indicate your class. Unless extenuating circumstances arise, your instructor will reply to you within 48 hours. Note that your instructor is 11 hours ahead of Pacific Daylight Time and 12 hours ahead of Pacific Standard Time.

Deadlines & Late Work: Your work is late if it is not submitted by 11:59 p.m. (Pacific) on the day it is due. If your work is posted late but during the week that it is due, you'll receive full points at the discretion of your instructor. Work submitted beyond that may be accepted at the discretion of your instructor according to the guidelines below. All work must be turned in by the last day of the course unless other arrangements are made with your instructor. 1 Week Late: Earned score is reduced by 10% of the points possible. 2 Weeks Late: Earned score is reduced by 20% of the points possible. 3 Weeks Late: Assignments three weeks (or more) late will not be accepted.

Evaluation: You will be invited to submit an evaluation at the end of class. Your feedback is a vital tool with which your instructor and UCLA Extension can provide a quality education for students.

Grading Timeline: Assignments are typically graded within seven days of the end of the week in which they were due. Incompletes: Your instructor may post the interim grade Incomplete/I if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the Incomplete/I grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. Incomplete/I grades that remain unchanged after twelve weeks will lapse to F, NP or U. Receiving an I grade entitles you to submit only the missing work your instructor has agreed to accept late and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The Incomplete/I grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: <https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at:

<https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Service for Students with Disabilities Office at (310) 825-7851 or by email at access@uclaextension.edu. For complete information see:

<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>

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Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation.

If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: <https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

Additional Items

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? - <https://community.canvaslms.com/docs/DOC-10721> (<https://community.canvaslms.com/docs/DOC-10721>)
 - Which browsers does Canvas support? - <https://community.canvaslms.com/docs/DOC-10720> (<https://community.canvaslms.com/docs/DOC-10720>)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as access to the online environment of a specific course is limited to 30 days after the final course date, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA Extension Learning Support Team.

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on Help (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support

The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

Schedule

Course Outline

The themes of this course by week:

Module 1: Getting Started with Social Listening | Jan 7 to Jan 13

Module 2: Developing the Brand Value Proposition & Buyer Persona | Jan14 to Jan 20

Module 3: Developing the Brand Story | Jan 21 to Jan 27

Module 4: Developing the Content Distribution Strategy | Jan 28 to Feb 3

Module 5: Developing the Content Marketing Strategy | Feb 4 to Feb 10

Module 6: New Trends in Social and Digital Marketing | Feb11 to Feb 17
