



Description

The Internet, the digital revolution, and the move toward an information-based economy are dramatically changing business and the way products are marketed and sold. To be more successful in this new marketing world, business people need to understand what is changing and how to use the new tools to their optimal advantage. This course is for both veteran marketers who want to understand the new tools available through the Internet, and those who are comfortable with Internet applications and the digital world but want to learn the marketing fundamentals as they apply to the Internet.

Outcomes

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

- Understand developments in new (social) media and their impact on business and marketing.
- Learn to evaluate and emulate best practices in new media marketing and social media.
- Understand how to listen, monitor and evaluate metrics about your marketing efforts.
- Make your website and/or blog the hub of your strategic online marketing efforts.
- Learn to leverage Facebook, Twitter, YouTube and LinkedIn more effectively.

Materials

Required Text

- Hyder, S. (2016). *The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue* (4th Edition). Dallas, TX: BenBella Books. ISBN: 978-1942952060. Website: <http://www.shamahyder.com>

Recommended Texts

- Berger, J. (2013, March 5). *Contagious: Why Things Catch On*. New York, NY: Simon & Schuster. ISBN: 978-1451686579
- Handley, A. (2014, September 15). *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Hoboken, NJ: John Wiley & Sons. ISBN: 978-1118905555
- Norris, D. (2015, August 9). *Content Machine: Use Content Marketing to Build a 7-figure Business With Zero Advertising*. Seattle, Washington: CreateSpace Independent Publishing Platform ISBN-13: 978-1515213437
- Pulizzi, J. (2015, September 8). *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses*. New York, NY: McGraw-Hill. ISBN: 978-1259589652978-0071819893
- Schaefer, M. (2014, August 14). *The Tao of Twitter, Revised and Expanded New Edition: Changing Your Life and Business 140 Characters at a Time*. New York, NY: McGraw-Hill. ISBN: 978-0071841153
- Schaefer, M. (2013, April 3). *Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time*. New York, NY: McGraw-Hill. ISBN: 978-0071811163
- Vaynerchuck, V. (2013, November 26). *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* (Hardcover). New York, NY: HarperBusiness. ISBN: 978-0062273062
- Walter, E. (2014, March 3). *The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand*. New York, NY: McGraw-Hill. ISBN: 978-0071823937

📋 Deliverables

Assessment	Points	Quantity	Total
• Discussion Questions (DQ)	50	11	550
• Marketing Assignments (MA)	40	5	200
• Marketing Exercises (ME)	50	5	250
		Grand Total	1000

- **Discussion Questions (DQ):** Complete 1 Personal Introduction in Week 1 and 10 Discussion Questions (DQ) in Weeks 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10; sharing one initial post with your initial thoughts (**up to 30 points**) and writing at least one reply to a classmate's post (**up to 20 points**). This equals **up to 50 points per question** for a **total value of up to 550 points (up to 55% of your grade)**.
- **Marketing Assignments (MA):** Complete 5 Marketing Assignments (MA) for a person, product, service, or organization of your choice in Weeks 2, 4, 6, 8, and 10. When combined, the five parts represent an actionable social media marketing plan. Each Marketing Assignment (MA) is worth **up to 50 points** for a total of **up to 250 points (up to 25% of your grade)**. Prepare your five marketing assignments in any format that best suits your chosen subject, but each plan will address one of the five parts of a simplified social media marketing plan (presented below).
 - **What (Week 2):** Define your person, product, service, or organization.
 - **Who (Week 4):** Identify your market segments and target audience.
 - **Why (Week 6):** Propose your strategic goals and financial projections.
 - **Where (Week 8):** Suggest the marketing channels you will leverage.
 - **When (Week 10):** Outline the timeline you will use for your campaign.
- **Marketing Exercises (ME):** Complete 5 Marketing Exercises (ME) in Weeks 3, 5, 7, 9, and 11 in which you tackle various tasks including case studies, articles, and interactive exercises. Each Marketing Exercise (ME) is worth **up to 50 points** for a total of **250 points (up to 25% of your grade)**.

Grading Scale

Grade	Points	Grade	Points
A	930 to 1000	C+	770 to 799
A-	900 to 929	C	740 to 769
B+	870 to 899	C-	700 to 739
B	840 to 869	F	0 to 699
B-	800 to 839		

⚙️ Course Policies

Grading Scale

Grade	Points	Grade	Points

A	930 to 1000	C	740 to 769
A-	900 to 929	C-	700 to 739
B+	870 to 899	F	0 to 699
B	840 to 869	S (Satisfactory)	800 to 1000
B-	800 to 839	U (Unsatisfactory)	0 to 799
C+	770 to 799		

Grading Philosophy

The grading philosophy for this class is as follows.

Grade	Percentage	Explanation
A	90 to 100%	<ul style="list-style-type: none"> You perform consistently at the highest level and have a thorough mastery of virtually all class concepts. You can consistently apply concepts and skills to new, non-routine and highly complex problems.
B	80 to 89%	<ul style="list-style-type: none"> You perform consistently at a high level and have a mastery of a majority of class concepts. You can apply concepts and skills to the solution of new, non-routine and highly complex problems most of the time.
C	70 to 79%	<ul style="list-style-type: none"> You perform competently most of the time and have a satisfactory mastery of essential class concepts. You can sometimes apply concepts and skills to the solution of new, non-routine, highly complex problems.
F	0 to 69%	<ul style="list-style-type: none"> You do not perform at a basic level and do not have marginal mastery of the essential class concepts.

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. If you need your instructor to respond to a post, please type "MR. GILBERT" as the first word in a thread title.
- **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 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>)
- **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. Note: Any other file type submitted will not be graded, this includes Mac .pages files.
- **Contact:** When contacting your instructor by phone, text, e-mail, Twitter or other means, 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 24 hours to 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: Earned score is reduced by 30% of the points possible.
 - 4 Weeks Late: Assignments four 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.
- **Incomplete Grades:** The interim grade Incomplete may be assigned when a student's work is of passing quality, but a small portion of the course requirements is incomplete for good cause (e.g. illness or other serious problem). It is the student's responsibility to discuss with the instructor the possibility of receiving an "I" grade as opposed to a non-passing grade. The student is entitled to replace this grade by a passing grade and to receive unit credit provided they complete the remaining coursework satisfactorily, under the supervision of and in a time frame determined by the instructor in charge, but in no case later than the end of the next academic quarter. At that time, the Registrar will change remaining Incompletes to the grade "F". Note: Receiving an "I" does not entitle a student to retake all or any part of the course at a later date.
- **Services for Students with Disabilities:** In accordance with Section 504 of the Rehabilitation Act of 1973 and 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 note takers, audiotaping of courses, sign language interpreters, and 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 Services for Students with Disabilities at (310) 825-7851 or by email at access@uclaextension.edu. Please request such arrangements with at least five working days' advance notice. All assistance is handled in confidence. Accommodations must be pre-approved. Requests for retroactive accommodation will not be accepted.

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>

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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 Office for Students with Disabilities at (310) 825-0183 or by email at access@uclaextension.edu (<mailto: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>

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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://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas> (<https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>)
 - Which browsers does Canvas support? <https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support> (<https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support>)
- 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 Learning Support

Email: support@unexonline.zendesk.com (<mailto:support@unexonline.zendesk.com>)

Phone: Toll-free at (866) 269-7289 (US only) or (310) 206-4563.

Monday - Friday, 7am to 6pm (Pacific Time).

Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

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

For additional support on using Canvas or addressing a technical issue:

Click on the "Help" button on the lower left corner of the screen from within the Canvas system, where you can chat live with a technical support agent or submit a ticket for assistance.

Schedule

Course Outline

The topics for this course by week include:

- Week 1: Online Marketing Overview
- Week 2: Websites, Content Marketing, and SEO
- Week 3: Getting Started with Social Media
- Week 4: Facebook
- Week 5: Twitter
- Week 6: LinkedIn
- Week 7: Secondary Social Media
- Week 8: Video
- Week 9: Social Media Advertising Options
- Week 10: Social Media Strategy
- Week 11: The End is the Beginning

Course Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Week 1 1/7/19	1/8/19	1/9/19	1/10/19	1/11/19	1/12/19
	Read: <i>Zen</i> , Introduction; Chapter 1; Discussion Questions	Introduction (50 Pt)		W1DQ1 (50 Pt)		
1/13/19	Week 2 1/14/19	1/15/19	1/16/19	1/17/19	1/18/19	1/19/19
	Read: <i>Zen</i> , 2; 3			W2DQ2 (50 Pt)		
1/20/19	Week 3 1/21/19	1/22/19	1/23/19	1/24/19	1/25/19	1/26/19
W2MA1 (50 Pt)	<i>Read: Zen</i> , 4; 5			W3DQ3 (50 Pt)		
1/27/19	Week 4 1/28/19	1/29/19	1/30/19	1/31/19	2/1/19	2/2/2018
W3ME1 (40 Pt)	<i>Read: Zen</i> , 6			W4DQ4 (50 Pt)		
2/3/19	Week 5 2/4/19	2/5/19	2/6/19	2/7/19	2/8/19	2/9/19
W4MA2 (50 Pt)	Read: <i>Zen</i> , 7			W5DQ5 (50 Pt)		
2/10/19	Week 6 2/11/19	2/12/19	2/13/19	2/14/19	2/15/19	2/16/19
W5ME2 (40 Pt)	Read: <i>Zen</i> , 8			W6DQ6 (50 Pt)		
2/17/19	Week 7 2/18/19	2/19/19	2/20/19	2/21/19	2/22/19	2/23/19
W6MA3 (50 Pt)	Read: <i>Zen</i> , 9			W7DQ7 (50 Pt)		

2/24/19	Week 8 2/25/19	2/26/19	2/27/19	2/28/19	3/1/19	3/2/19
W7ME3 (40 Pt)	Read: <i>Zen</i> , 11			W8DQ8 (50 Pt)		
3/3/19	Week 9 3/4/19	3/5/19	3/6/19	3/7/19	3/8/19	3/9/19
W8MA4 (50 Pt)	Read: <i>Zen</i> , 10			W9DQ9 (50 Pt)		
3/10/19	Week 10 3/11/19	3/12/19	3/13/19	3/14/19	3/15/19	3/16/19
W9ME4 (40 Pt)	Read: <i>Zen</i> , 12; Social Media Marketing Case Studies			W10DQ10 (50 Pt)		
3/17/19	Week 11 3/18/19	3/19/19	3/20/19	3/21/19	3/22/19	3/23/19
W10MA5 (50 Pt)	Read: <i>Zen</i> , 13; Burning Questions and Answers					
3/24/19						
W11ME5 (40 Pt)						