

Comm 3336: Social Media Management

MW 2:00-3:15

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Course Description:

Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers.

This course is designed to help you understand how public relations and marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now.

The emphasis of this course is instead on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover some relevant related aspects in digital marketing more broadly, including emerging topics in electronic commerce and mobile marketing.

Learning Outcomes

This course will offer you an opportunity to:

- Understand what social media is and how this new type of media and communications technology influences how business and marketing is done
- Understand key principles of "connected consumers" from psychological and sociological perspectives, and how these principles can be leveraged when developing public relations strategies as they relate to social media

- Develop skill in using the predominant social media tools currently available for business/marketing communication
- Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management)
- Understand 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 for identifying opportunities for using social media in a company

Required Materials

Instructions for obtaining digital copies of case studies, “Mimic Social Simulation,” and “Social Media Marketing: Principles and Strategies” textbook will be distributed individually via email from no-reply@stukent.com or from my professor email. License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email and check your spam folder in case it somehow goes there.

You will have access to the textbook even after this course has ended.

Additional required readings will be made available via e-mail as the course progresses, typically as Adobe pdf files.

Suggested text:

Buyer, L. (2016). Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand. 3rd edition.

Grading

Quizzes (10%)

Every chapter from the textbook has an accompanying quiz. Quizzes consist of a few simple true/false, multiple choice, or short answer questions probing the content of that week. These are done online. There will also be in-class quizzes related to content/videos discussed in class.

Hootsuite Platform Certification (10%)

Hootsuite is trusted by 16+ million users in 175+ countries and is the industry standard for social media management. With Hootsuite’s Platform Education and Certification, you’ll develop the skills to use core Hootsuite products to their full potential - giving your social media efforts a significant efficiency boost and a major leg up on the competition. Note you do not need to sign up for Hootsuite on your own. You will receive instructions during from Hootsuite about your account. Are you already Hootsuite Certified? No problem. Please notify me Week 1 so I can give you an alternate advanced Hootsuite assignment.

Mimic Social Simulation (20%)

A very important part of this course is the simulation. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. There are six rounds to the simulation. It is likely that you will not do very well for the first round or two, but that is all right. Don’t worry. This, combined with the lesson materials, will help prepare you for success in social media marketing.

Audit (10%)

As practice for your final project, your group will conduct a social media audit on a company different

than one used for the final project. To do so, you'll document the social media activity of that company on at least two platforms, analyze the data, and make recommendations based on your findings. See the assignment sheet for more details.

Campaign Development (10%)

You will develop a small social media campaign for the business/organization of your choice. For this assignment, you'll need to research the goals of the company, and create a social media campaign to help reach one of those goals. Specific details can be found on the assignment sheet.

Social Media Strategy (first draft – 5%, final version – 20%, presentation – 5%; 30% in total)

The scope of the team project is to develop a social media strategy for your online community. The specifics will be discussed in the class.

You should expect to do the following:

- Perform audit of the current situation for your community and its 'competitors', particularly with respect to their communications strategy.
- Develop clear communication objectives based on the situation analysis and the identified opportunities.
- Articulate (and subsequently evaluate) a social media strategy for your online community.

Final Exam (10%)

The final exam is designed to test your knowledge of the main ideas covered in the course. Students are responsible for all assigned readings; exam questions will come from all these sources.

Participation/In class Activities

Participation is not the same as being physically present in the classroom. The success of this seminar is heavily contingent upon effective participation from all those present. Several of your assignments are done in part, in class. That means that you cannot earn full credit for those assignments if you are not present. Group members will score each other on the caliber of each members' contributions, which will influence your score on those assignments.

Course Policies

Attendance: You are expected to attend every class period. The following policy will be enforced in this class:

- (1) Your first TWO absences are without penalty. If you do miss a class, it is your responsibility to get the information that was covered from Blackboard, your textbook, and from one of your classmates first, then contact me if you have additional questions.
- (2) Your third absence will lower your final course average by 25 points or the equivalent of 1/4 of a letter grade. For example, if you have 800 points, you will be reduced to 775 points.
- (3) Each subsequent unexcused absence will lower your final course average by 20 points (1/4 letter grade).
- (4) Tardiness will be counted as an absence. Those who walk in late will sign the Late Roster. The first two times you sign that roster are free, every late signature after that will result in an absence and/or not being allowed to enter the classroom.

Excused Absences: You will be given an excused absence when acting as an official representative of the university, provided you give me written verification from the faculty/staff supervisor of the event. If you have a legitimate excused AND DOCUMENTED absence (illness, death in the family, etc.), you must

see me immediately if you want to pass the course. For absences to be considered excused, official documentation must be submitted to me verifying the reason for your absence. Work conflicts, personal trips, being tired from previous evening activities, babysitting conflicts, and faulty alarm clocks are not the type of events that fall into the category of excused absences.

Absences on Exam and/or Presentation Days: Please note that an unexcused absence on exam or presentation days will result in a zero (0) being recorded for your grade. You must give your presentation/take your exam on the day it is scheduled. NO EXCEPTIONS. If you have read this far, thank you. Please email me a picture of your favorite dog.

A student wishing to observe a religious holy day must notify me in writing at least 14 days prior to the classes scheduled on dates the student will be absent. For religious holy days that fall within the first two weeks of the semester, notice should be given on the first day of the semester.

Deadlines and Makeups:

The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations practitioner's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, deadlines are treated seriously in this class.

Late submission penalties for Hootsuite Platform Certification, Weekly Group Activities, and Social Media Strategy:

- 1 min. – 24 hours late – 10% of your final grade for the project;
- 24 hours – 48 hours late – 20%;
- 48 hours – 1 week late – 40%;
- More than 1 week late – 100%.

Any other late assignment will not be accepted and will be given a grade of zero

**** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the appropriate help desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.**

Readings must be completed *by the day they are assigned* on the course schedule. Be sure to read the book and take notes while reading. Lectures and Power Points are intended to *complement* (not duplicate) that information.

Written Work must be typed. Failure to type any written portion of an assignment results in a zero for that assignment. Any assignments completed in class as part of class participation may be hand written.

Changes to the schedule may be made at my discretion and if circumstances require. It is your responsibility to note these changes when announced.

Visual Aid Backups: You may be required to design and deliver presentations using PowerPoint software and computer projection systems. While every effort is made to keep the equipment in working condition, on occasion the equipment may not work properly. Please be prepared: back up any visual aids (e-mail them to yourself, bring two flash drives, etc. Also, be prepared to present even if technology fails you.

Classroom Civility: People and ideas must be treated with respect. Please avoid disruptive behavior that makes it difficult to accomplish our mutual objectives. **All cell phones and other noisy devices should be on silent after checking into Arkave and headphones/earbuds should be removed.**

Distracting behaviors, particularly during presentation days (i.e., working on laptops, doing homework or talking) will result in a reduction of points on your own presentation. Excessive phone use will result in dismissal from class and/or being counted absent for the day. If you are expecting an important call or message, please notify me before class. If you are late on presentation days, wait outside until the first presentation is completed.

Freedom of Expression: Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with me. However, it is possible to disagree without being disrespectful—sneering, name-calling, questioning motives, and representing positions unfairly aren't good ways to disagree, even if in everyday life and in politics they are sometimes effective. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

Academic Integrity: University standards regulating academic integrity (e.g., cheating, plagiarism, etc.) are strictly enforced. Infractions may result in a zero for the assignment or a failing grade in the course.

Plagiarism is a serious offense in this course. Using the words and ideas of others is borrowing something from those individuals. It is always necessary to identify the original source of supporting information; you must cite the source of any material, quoted or paraphrased, used in your presentation. The absence of this documentation constitutes **plagiarism** – a serious academic and professional offense. Proper documentation requires a bibliography of any outside texts you have consulted including both traditional sources and on-line sources.

Your responsibility as a speaker is to distinguish between what are *your* thoughts and ideas and what is not, and to credit those who have contributed to your presentation. Putting your name on a piece of work indicates that the work is *yours* and that the praise or criticism is due to *you* and no one else. Putting your name on a piece of work in which any part is not yours, is **plagiarism** – unless the borrowed thought or wording is clearly marked, and the work is fully identified. Keep in mind that plagiarism is a form of theft. Taking words, phrasing, or sentence structure, or any other element of another person's ideas, and using them as if they were your own, is stealing. Simply paraphrasing the work of another without acknowledging the information source is also plagiarism. Merely restating another individual's ideas in different words does not make the ideas yours. **ALL presentations are to be your original work. Using speeches or presentations from previous semesters or other classes is still considered plagiarism. Unauthorized collaboration on presentations (with a student in your section or another student in a different section) is not allowed without prior approval from your instructor.**

If you are caught being dishonest, you will be given an "F" for the assignment and/or the course depending on the severity of the offense.

Please understand I do not tolerate plagiarism and will fail you for it, even if your plagiarism is unintentional. These standards may seem subtle, so feel free to ask if you have questions or concerns. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

Academic Advising: The College of Arts and Humanities and the Department of Communication and Mass Media require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, faculty advisor, and the department chair. Communication and Mass Media majors who have questions about advising or declaring a major in the department, can call 325-942-2031. Undeclared majors are supported by ASU's Center for Academic Excellence located in Library A312, and can be reached at 325-942-2710.

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students." In other words, I cannot and will not speak to your parents about details of your grades and progress in this course without your written consent.

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation. Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 325-942-2191. If you need disability accommodations in this class, please see me as soon as possible.

Title IX at Angelo State University: Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.

Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please

contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit www.angelo.edu/title-ix.