UNIVERSITY OF MASSACHUSETTS BOSTON
COLLEGE OF MANAGEMENT
DEPARTMENT OF MANAGEMENT AND MARKETING

MKT 691 – Social Media Marketing

Semester: Spring 2015   Dr. Werner H. Kunz
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                                                                   Tel: (617) 287-7709
Class Meeting Time: e-mail: werner.kunz@umb.edu
Tu: 5:30 - 8:15 pm   Office Hours by appointment

Course Material

Recommend material
Deltina, H. (2011). The Social Media Survival Guide: Strategies, Tactics, and Tools for Succeeding in the Social Web, Austin, TX: Dalton Publishing.
Additional course material, articles and links will be posted throughout the semester on the course's web site http://www.werner-kunz.com/mkt691 (L: mkt691; P: socialmedia)

Further Recommendation
Web 2.0 and Emerging Learning Technologies,
http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies
Additional course material, articles and links will be posted throughout the semester on the course's web site

Course Outline

Social Media provides marketers with several important capabilities not present in most other media including interactivity and measurability. Social media platforms like Facebook, Twitter, LinkedIn, or Instagram have nowadays a fundamental impact on the way business and consumers behave, communicate and interact with each other. It is critical for business to understand theses new media in their nature in order to benefit from them significantly. In this course, we will examine Social Media can offer companies and how they can be used to retain and interact with consumers. In this context, we rely partly on established theoretical models and best practice business cases. Special attention will be given on mobile services as well as the special characteristics of social media.

In this course, students will start a blog project in teams of five people that serves as a website that they should promote by means of social media. A blog is a great example of a social media project. The general goal of the class is it not to write a blog. The goal is to execute a communication strategy, and generate attention for the blog and build up a community. This course requires no programming experience and does not touch programming.

Course Structure

The course will be a mixture of lectures, cases, videos, student presentation and class discussions. Formal presentations will be used with the intention of providing a springboard for discussion among class participants. The lecture will be based partly on the material covered in the assigned text but not restricted to that.

The intention of the course is to focus on interactive discussion, not on pure formal lectures. Regular class attendance and active, articulate, and insightful participation is necessary for the course to be a worthwhile experience for you and your class members. This should place responsibility on each student to prepare for each class, maintain a consistent record of on-time class attendance, and participate actively in class discussions. Class attendance, participation and professional-quality contribution to the course project will constitute a significant portion of each student's final grade.

You are expected to read assigned material and prepare/complete assigned tasks before class meetings. Additional material will be posted on the course website. Please send your work the day before the next class via e-mail. The success of the course itself, as well as the depth of your understanding, is dependent on your preparation for each class.

Students will get the chance to present their class projects and homework several times. **Please send your work or slides the day before class via e-mail.** It is important that you take these communication tasks seriously and be able to show the necessary professional attitude through your thoughts and work. Getting practice in presenting work results is an excellent preparation for your future job.

One test will be used to verify the understanding of concepts as well as their application. To be fully prepared for the exams, students should understand that although much of the class discussions will focus on applications, it is also important to be thoroughly familiar with the texts concepts. There will be the chance to earn extra credit, if students contribute to research projects related to marketing. This will be an add-on for the regular participation grade.

Every student has to work in a team project during the term. In this project students will develop an active and vivid blog site around atopic of their interest. A blog is a great example of a social media project. Please see the attached guideline for the detailed requirements of this project. Beside this, some assignments during the semester will be given to the team to support their project management.

Beside this, every student has to prepare at least one topic assigned to present in class. The topic will be related to the class topic of the day. Please send me your slides a day before the presentation. Please see the attached guideline for the detailed requirements of the individual project. The individual assignment will be graded based on the report, the slides, the creativity, the comprehensiveness, the quality and the audience evaluation.

ADMINISTRATIVE NOTES

- Regular attendance is only one part of the grade for class participation. Active, articulate, and insightful participation in the classroom as well as conscientious fulfillment of assigned exercises is highly necessary.

- Assignments need to be completed on their respective due-date unless previous arrangements have been made. Please send your work or assignment the day before the next class via e-mail. Late papers will incur a penalty (<= 24 hours → minus one grade) or they may not be accepted for credit. Exceptions can only be made with proven evidence. There is no make-up available for in-class exercises.

- Class communication is necessary. You should be reachable by your given preferred e-mail address at least once a day.

- You are encouraged to bring your own laptop to class. This will help you summarize your group results from class assignments at the end of the lesson. Also, we can use the web for our in-class activities.

- Individual projects and assignments should be submitted by email (**Don't use webCT for this**). For every submitted assignment you will receive a confirmation e-mail, as prove for you, that the submission is completed. Please use standard formats for your attachments (i.e. .doc, .ppt, .pdf, .xls). If additional hardcopies are necessary; there will be an announcement in class.

- Professional consistence is an important grading basis. If you don't have much experience in preparing a professional slide presentation, you can download PowerPoint templates for business presentations online.

- **The course is governed by the UMASS regulations and procedures regarding Academic Standards, Cheating, Plagiarism, and the Documentation of Written Work. Students caught cheating or plagiarizing will fail the course and will have a description of the incident attached to his or her academic records. Please familiarize yourself with the policies on http://www.management.umb.edu/undergrad/undergrad_code_of_conduct.php (especially Section IV A).**

- **All papers must be carefully prepared and proof-read. If outside sources are used, they must be cited in the paper when necessary and a complete bibliography must be included as specified in the Style Guide. The Style Guide contains easy to follow examples, as well as tips on writing, grammar, and how to document your sources properly. You will find the format at www.management.umb.edu/undergrad/undergrad_writing.php. Proper documentation is the best and easiest way to avoid being penalized for plagiarizing. Submitted slides will also be judged by this rule. A short management report is always encouraged; the criterion is whether you have covered all items thoroughly.**

- **If you have a disability and feel you will need accommodations in order to complete course requirements, please contact the Ross Center for Disability Services (M-1-401) at (617) 287-7430. For more information see: www.rosscenter.umb.edu/**

Course Outline

691	Social Media
17-Feb	1. Introduction to Social Media Marketing
	2. Social Media Channels
24-Feb	3. The Community & Social Media Citizienship
	Submit name of the team members, blog idea
3-Mar	4. Social Media Strategy & Execution
	Submit blog proposal
10-Mar	5. Inbound Marketing & Social Media Reputation
17-Mar	***Spring Break***
24-Mar	6. Social Media Seeding & Promotion
31-Mar	7. Social Media Analytics & Metrics
7-Apr	***Mid-term presentation***
14-Apr	8. The Usage Interface & Mobile Media Marketing
21-Apr	9. The Network Economy & Social Capital
28-Apr	10. The Future of Social Media Marketing
5-May	**Final presentation**

Course Evaluation

Class participation	35%
Individual Assignment	20%
Social Media project	
(incl. statistics)	45%
	100%

Course Goals
- Develop a fundamental understanding of social media and explore the strategic and operational aspects of it.
- Understand the nature of social media and the technological infrastructure required to support it. Get experience in planning and building up an online community
- Improve your analytic and communication skills and obtain practice in team development
- Obtain practice in formal presentations, both orally and in writing
- Understand career issues and opportunities in the field of Social Media

MBA Program Learning Objectives
- Master business communication skills
- Master relationship building skills
- Integrate business disciplines to generate innovative solutions
- Apply critical thinking and analytical competence to complex business problems
- Incorporate diversity as well as regional and global awareness into business analysis
- Exercise teamwork and leadership skills
- Define and defend your own ethical compass

In addition, students gain in various ways from this course

- **First hand experience in promoting a social media project:** Students in this course will start a blog project in teams of five people that serves as a website that they should promote by means of social media. The students can choose a topic of their interest. Writing the blog is just a necessity to produce attractive content for a potential audience. Major goal of the class is to raise attention of a topic and build a community around the blog topic by means of social media.

- **Students get familiar with various social media plattforms for the promotion of a website:** Social Media is special in a way, that the user (consumers and managers) of theses plattforms don't need programming skills to use them effectively for their marketing. Web based interfaces are always designed in a way that "ordinary" people can use them.

- **Students can list social media marketing as one of their knowledge areas:** Students gain knowledge about a cutting edge topic in marketing and this topic will also be listed in the courses they have taken at UMass Boston

- **Using the social media project as reference project:** People with proven experience in Social Media are a rare occurence: Students can use this blog project with all the social media tools and google analytics statistics as a reference project for future work in the marketing industry

<h1 style="text-align:center">Social Media Project -- TEAM</h1>

Project: Students conceptualize, plan, and operate an own social media project based on blogger.com and should continuously contribute to this blog till the end of the seminar. Writing the blog is just the start and a necesity to produce attractive content for a potential audience. The major goal of the class is to raise attention of a topic and build a community around the blog topic by means of social media.

Team: Three people. The collaboration between the team members is expected to be done by means of Drop box or similar platforms. **Submit team member names by February 24th.**

Proposal: Before you officially launch your blog write a proposal and get instructor approval no later than **March 3rd.** The proposal for a blog should include the following points:

Goal of the Social Media Project
- Mission & strategy statement
- List of competitor websites
- Target group & customer needs that are satisfied by the blog

Plan for the Social Media Project
- Design a template and why you chose this
- Type of content that will be posted
- Which channels will be used
- Draft of a posting schedule
- Expectation about controlling variables (i.e. visits, comments, backlinks)

First execution elements of the Social Media Project
- Name and website of the blog
- Short description of the blog (60 Words)
- Long description of the blog (200 Words)
- Key terms & tags

Final Report: A written status report about your blog (approximately 10 pages, plus supporting material is reasonable.) There is no limit to the number of pages to be submitted. A classroom presentation of key strategy and program elements supported by PowerPoint slides is **due on May 4th.** The report should include

- Mission & Strategy Description, Target group & Customer needs
- Central Blog Descriptive (e.g. How did your blog look like, Components of the blog, Keywords etc.)
- Your Blog Tactics (to execute your strategy. e.g. type of content, promotion activities, major changes)
- Description of the blog development & success over the time of 2 month (plus blog Analytics & your Analysis of the numbers)
- Your experiences & recommendation for the next three month

Evaluation: social media statistics, social media content, blog, report, and slide presentation

Project Notes

- E-mail communication with the instructor is encouraged as you work through the steps of your part of the project. This is a way to maintain momentum on the project as well as to ask specific questions as they come up.

- It is also highly recommended that you make the group process easier by heavy use of e-mail and instant messaging. This will not completely eliminate group meetings to make some of the important decisions but it is, however, an unsurpassed way to get work done.

- ***Consistent and productive attention to your duties as a team member is expected of each person. Each team member will evaluate it own performance and the performance of the other team members at the end of the project.***

Individual Project

Topic: Please sign up for one topic in the following table. Every topic can only be assigned two times at maximum.

Process: It is highly recommended to **research your topic early** and **to prepare** for a small presentation. Please use different sources of information for your report (at least five) and cite the work adequately.

Content: Please cover in your report the following aspects:

- What is the topic/technology? Explanation? Definition? History?

- Provide and explain some examples

- Advantages/Disadvantages of this topic/technologies

- Recommendations to use it.

- Future of this topic/technology

Presentation: I plan to use your input for the class sessions. You still will have time until May 4th to finish your final report and revise your slides. Nonetheless be prepared to present earlier in the semester around the time in the table.

Format: Every student has to hand in a **report** about his assigned topic (about. 5 pages text) plus associated PowerPoint **slides**. The individual assignment will be graded based on the report, the slides, the creativity, the comprehensiveness, the quality and the audience orientation.

Topic for the Individual Project
(Copy; Original will be distributed in class)

About Week of	Topic 1	Student 1	Topic 2	Student 2
24-Feb	Social Media & Digital Citizenship		Online Identity	
	Virtual Community			
3-Mar	MMORPG / Virtual Worlds		Social Ranking	
	Social Networks/ Social Graph			
10-Mar	Micro-Blogging		Crowd-Sourcing	
	Inbound Marketing			
24-Mar	Viral Online Marketing		Podcasting/Webcasting	
	News Aggregator			
31-Mar	Discussion Forum		Cloud computing	
	Advertising in Social Media			
14-Apr	Geocaching/Location-based games		Social Selling	
	Mobile Payment			
21-Apr	Network Economy		Social Capital	
	Crowd Funding			
28-Apr	Social Mobile Apps			