

SOCIAL MEDIA MARKETING

Fall 2022

MKT 330; Section 2

Monday/Wednesday/Friday 9:00-9:50am

Professor:

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Office Hours: Online, by appointment

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UNC GREENSBORO

Bryan School of
Business *and* Economics

Course Description & Purpose

This course covers an introduction to the field of social media marketing with a detailed study of the marketing concepts, customer engagement practices, analytics, and other technologies associated with marketing to customers using social media.

Course Objective

Social media marketing introduces new powers for companies of all sizes to reach customers and meet diverse strategic objectives, whether building a brand, launching new products, or creating strong customer loyalty. The need for professionals who understand the constantly changing processes for engaging customers through social media and digital spaces drives demand for qualified social media marketers. Students who succeed in this course will understand the relevance and application of social media marketing principles, strategies, analytics, and practices in various business situations.

Course Learning Outcomes

Students should have a grasp of the ideas contained in their intro to marketing course before taking this course. Upon completion of this course, the student will be able to

1. Explain how business and non-profits use social media marketing to engage with customers
2. Accurately use basic terminology of social media marketing and analytics
3. Discuss strategy, campaigns, tactics, and decisions related to social media marketing
4. Recognize and identify how interactive technology changes marketing processes and how this allows for customers to engage with brands
5. Evaluate the risks and ethical dimensions of social media marketing given its immediacy, speed, and reproducible nature
6. Critically evaluate current and future social media and digital marketing technologies to assess effectiveness for a variety of goals
7. Recognize the potential for social media to create new markets and new revenue sources
8. Students will be enabled to receive respected industry certifications

Learning Assessments & Grading

Any late work will receive no more than 70% of the allotted points.

Course Grading and Grading Scale

Point Distribution

Hootsuite Certification	100 Points
Buzzfeed Challenge	100 Points
Exam 1	200 Points
Exam 2	200 Points
Exam 3	200 Points
Final Exam	200 Points
TOTAL	1000 Points

Grading Scale

A	940–1000	C	740–769
A-	900–939	C-	700–739
B+	870–899	D+	670–699
B	840–869	D	640–669
B-	800–839	D-	600–639
C+	770–799	F	0–599

Buzzfeed Challenge

The purpose of this project is to allow students to use all the ideas learned in class, mainly: to target certain audience, create content that will appeal to that audience, and to promote their content to that audience. This will take place on the platform BuzzFeed, one of the largest online publishers. Recent statistics show that the site gets 200+ million unique visitors each month with 60 percent of traffic coming from mobile. 50 percent of visitors are between 18-34 years old. 75 percent of BuzzFeed traffic comes from social media. For this project, your task will be to identify a target market, create a BuzzFeed article or quiz that appeals to that market and reach that market using online promotion principles and targeted influencer outreach.

Hootsuite Platform Certification

It is my duty to help prepare you for internships and/or jobs after graduation. One way to help my students stand out from the crowd is to give you the ability to earn reputable industry certifications related to course material. This will allow your resume to indicate that you have a real world understanding of how to use social media to drive business.



As a graded portion of this course you will be expected to complete the Hootsuite Platform Certification. This is a \$99 value, but it's free to you because Hootsuite waives their fee for courses at AACSB accredited institutions. You will also have free access to the Hootsuite Social Marketing Certification (a \$199 value) – though there is no grade related to that certification.

In-term Exams

The class will have **four in-term exams** that will feature multiple choice questions. The exam will be based upon course readings and material presented in class. **A computer with a webcam and microphone and students' literacy with digital information are required to be in this course. All exams are taken using Respondus Lockdown Browser and Monitor.** If time allows, I will review content before exam day. However, if we are behind in our lectures, we will use the day before exams as a catch-up day. Catch-up days take precedence over exam reviews, so do not count on having an exam review. This review is *not* intended to be a comprehensive review of all the material covered in the section being tested, so do not assume that it will take the place of attending lecture, reading the text and taking good notes. **A short time limit is used to discourage note use during exams. All questions can only be viewed and answered once.**

Final Exam – Monday, December 5; 8:00-11:00am

The class will have one final exam that may feature multiple choice and/or short essay questions. The exam will be open-book and open notes. The exam will be based upon course readings and material presented in class.

I do not give make-up exams. You are expected to attend the exams on the dates outlined at the end of this syllabus. If you have scheduling conflicts with the dates or times for the exams, please either rearrange your schedule or reconsider taking this course. However, I do make exceptions for certain inevitable absences (e.g., athletic team events, work, medical procedures, religious observances, family emergency, illness, bereavement, birth of a child, military duty, etc.; see <https://catalog.uncg.edu/academic-regulations-policies/university-policies/>), pending appropriate documentation. If you do not provide documentation, your make-up exam will be penalized by a reduction of 300 points from your score. These excused absences are outlined in the University Attendance Policy. If you are going to miss an exam, I expect you to **notify me prior to the exam date** and email me the appropriate documentation for your excused absence. All make-up exams will contain different questions from the in-class exam and will be in a different format (e.g., fill in the blank instead of multiple choice – don't miss exams!). **Any make up exams will take place immediately after the final exam.** Please know that **no other times are available** for makeup exams, either before or after this date.

If students encounter any technical issues while accessing course content, please email me.

Bryan School Student Learning Goals

The Bryan school programs have separate learning goals as listed with the degree program. Essential components of a professional education in business (excluding the B.S. and B.A. in Economics, the B.S. in Consumer, Apparel, and Retail Studies and the B.A. in Sustainable Tourism and Hospitality) include common courses for breadth and opportunities for advanced work for depth in various business disciplines. Core business programs share the following common learning goals:

1. Students will implement various steps of the critical thinking process, supported by appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.
2. Students will apply appropriate ethical standards when making recommendations for business decision making.

3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Students will be able to plan, schedule, contribute to, and lead projects.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-5440](tel:336-334-5440) or visiting them in Suite 215, EUC.

Academic Integrity

Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <http://academicintegrity.uncg.edu/complete/>.

Religious Observance

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. **Students requesting a religious absence must notify the instructor of each absence 14 days in advance of the date of the religious observance.** The request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization. Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class (see the University's announcement for further details).

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Required UNCG syllabus language

As we return for Fall 2022, all students, faculty, and staff and all visitors to campus are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. While face-coverings are optional in most areas on campus, individuals are encouraged to wear masks. All individuals and visitors to campus are asked to follow the following actions:

- Engaging in proper hand-washing hygiene.
- Self-monitoring for symptoms of COVID-19.
- Staying home when ill.
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.
- Completing a [self-report](#) when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive.
- Staying informed about the University's policies and announcements via the [COVID-19](#) website.

Students who are ill, quarantining, or isolating should not attend in-person class meetings but should instead contact their instructor(s) so alternative arrangements for learning and the submission of assignments can be made where possible.

As we continue to manage COVID-19 on our campus, we are following the lead of the local health department and we will adjust our plans to balance student success, instructional requirements, and the hallmarks of the collegiate experience with the safety and wellbeing of our campus community.

Course Schedule

DATE		TOPIC	DUE DATES
W	8/17	Course Introduction and General Housekeeping	
F	8/19	Syllabus Review	
M	8/22	Web 2.0: User-Generated Content and Usability	
W	8/24	Overview of Social Media Ecosystem	
F	8/26	A Review of the Four Ps	
M	8/29	Participation: The 5 th P of Marketing	
W	9/31	Social Media Marketing Strategy and Campaigns	
F	9/2	Social Media Strategy (cont.)	
M	9/5	Labor Day Holiday: Class Dismissed	
W	9/7	Catch-up and Review Day*	
F	9/9	Exam 1 Study Day	
M	9/12	Exam 1	
W	9/14	Social Listening and the 4 Zones of Social Media	
F	9/16	TBD	
M	9/19	Zone 1: Social Community	
W	9/21	Zone 2: Social Publishing	
F	9/23	Native Advertising	
M	9/26	Zone 3: Social Entertainment	
W	9/28	Zone 4: Social Commerce	
F	9/30	Exam 2 Study Day	
M	10/3	Catch-up and Review Day*	
W	10/5	Exam 2	
F	10/7	TBD	
M	10/10	Fall Break: Class Dismissed	
W	10/12	The Social Consumer and Social Segmentation	
F	10/14	Platform Manipulation Arms Race	
M	10/17	Digital Communities – Organic and Not	
W	10/19	Social Business Models and Monetization	
F	10/21	Data Brokers	
M	10/24	Paid, Owned and Earned Media	
W	10/26	Catch-up and Review Day*	
F	10/28	Exam 3 Study Day	
M	10/31	Exam 3	
W	11/2	Network Analytics	
F	11/4	Buzzfeed Assignment Introduction	Buzzfeed 1
M	11/7	Social Media Data and Topic Modeling	
W	11/9	SM Measurement and Analytics – Part 1	
F	11/11	Buzzfeed Workday	Buzzfeed 2
M	11/14	SM Measurement and Analytics – Part 2	
W	11/16	Viral Content and Co-Creation	
F	11/18	Buzzfeed Workday	Buzzfeed 3
M	11/21	How to Find and Leverage Influencers	
W	11/23	Thanksgiving Holiday: Class Dismissed	
F			
M	11/28	Exam 4 Study Day	Buzzfeed 4
W	11/30	Catch-up and Review Day*	
W	12/7	Exam 4	Hootsuite

**Catching up with necessary materials will take precedence over Exam Reviews.*