COURSE SYLLABUS

Social Media Marketing

Course code: MKT 259
Term and year: Fall 2024
Day and time: Thursdays 11:15-2:00pm
Instructor: Jeff Medeiros, MBA Information Systems, BSc Marketing/Finance; Co-Founder, Keastone, Inc. IRIIIS, a Software-as-a-Service Cloud Offering
Instructor contact: jeff.medeiros@aauni.edu
Consultation hours: Immediately following the class or as scheduled

Credits US/ECTS	3/6	Level	Bachelor
Length	4 weeks	Pre-requisite	MKT 248
Contact hours	42 hours	Grading	Letter grade

1. Course Description

Social media has helped give consumers a voice, connect them with their friends and other like-minded consumers, and given them considerable power over marketers and brands. This course offers an overview of how marketing has (and has not) changed due to the rise of social media. It will equip students 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. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover relevant aspects of digital marketing more broadly, as well as emerging topics in electronic commerce, mobile marketing, and social media start-ups.

This course will develop students' ability to create, implement, monitor and modify a social media marketing (SMM) campaign and, ultimately, measure its success against target (Key Performance Indicators) KPIs. Intensive skill-building focus on creating, applying, and integrating the appropriate social media tool to enable marketers to build high-value relationships with their target audiences. The course will focus on key skills such as determining and matching social media tactics with the appropriate target market and developing strategies to engage those audiences using relevant social media channels. The course will focus on key elements such as
   a) audience,
   b) campaign objectives,
   c) strategic plan,
   d) tactics,
   e) tools, and
   f) metrics to measure campaign performance.

2. Student Learning Outcomes

Upon completion of this course, students should be able to:

i. Describe the impact of digital marketing on targeting and micro-targeting
ii. Describe the impact of social media channels on the world of digital marketing
iii. Identify key metrics for measurement and reporting of social media impact
iv. Create and carry out online social media marketing campaigns, including targeting, measurement, and reporting
v. Begin to develop the ability to recognize how key metrics and 'Big Data' can help shape strategy in digital/social media marketing
vi. Understand that social media marketing is a lifelong learning process

3. Reading Material

Required Materials

Butow, E. et al. (2020) *Ultimate Guide to Social Media Marketing*. Entrepreneur Press.
ISBN-*13:* 9781613084328.
Tuten, Tracy (2021) *Social Media Marketing* 4ᵗʰ Edition. SAGE Publishing.
ISBN-13: 978-1529731989 **ISBN-10:** 1529731984

Recommended Materials

- Barker, M., Barker, D., Bormann, N. and Neher, K. (2012) *'Social Media Marketing: A strategic Approach*', Cengage Learning.
- Ryan, D. and Jones, C. (2012) '*Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*', Kogan Page.
- Ryan, D. and Jones, C. (2011) '*The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement*', Kogan Page
- Hopkins, J. (2012) '*Go Mobile*', Wiley.
- Hemann, C. (2013) '*Digital Marketing Analytics*', Que Publishing.
- Sorger, S. (2013) '*Marketing Analytics: Strategic Models and Metrics*', CreateSpace Independent Publishing Platform.
- Lord, B. (2013) '*Transforming Business at the Intersection of Marketing & Technology*', Wiley.
- Morrow, E. (2012) *'Digital Marketing for Everyone: Connect with your customers, grow your business & demystify social media'*, CreateSpace Independent Publishing Platform.

4. Teaching methodology

The teaching method is that the high-level concepts of a topic are introduced in a context in which the students would expect to see and experience them in their future profession.
The topic elements, which include the new vocabulary and concepts necessary for communicating with various SMM subject matter experts, come from formal textbooks, case studies and the most current innovations not available in published form. This broad research base is the same as business students will be required to use when they enter the workforce.

This new 'toolbox' of words and concepts will be applied to specific activities in the form of a semester project. This ACT of applying data, information, and skills to a case or a practical exercise creates an indelible mark in the student's memory as an experience to be recalled and applied again and again in the future.

5. Course Schedule

Date	Class Agenda
Session 1 5th Sept	**Topic:** Ch 1 The Power of Social Media and Selling to Consumers 101 **Description:** Introduction to the course structure and what to expect – the dual nature of the course: 1) LEARNING critical elements of SMM AND 2) Actively APPLYING learnings to a Semester Project. 1st session includes a Marketing to Consumers, Branding and Storytelling Primer (overview from previous Marketing Courses) – to prepare to dive deeper into the specific aspects of Social Media Marketing (SMM). **Reading:** Chapters 1 and 2 and eCommerce Slides 'Selling to Consumers' **Assignments/deadlines:** Join AA SMM Slack Workgroup and Watch Slack Video
Session 2 12th Sept	**Topic:** eCommerce Concepts, Marketing and Digital Media Marketing (DMM) Overview and Project Introduction **Description:** Further discussion of online marketing concepts and case discussion on how traditional businesses utilize SMM platforms to expand strategic options and tactics, including Search Engine Optimization (SEO) **Reading:** Chap 2 - Understanding Social Networks and Chap 3 - The Roles of Social Media **Assignments/deadlines:** Begin to consider an idea to create an online presence for an existing or new brand in which to leverage course topics.
Session 3 19th Sept	**Topic:** SMM Marketing Strategy, Ch 2 - Understanding Social Networks and Ch 3 - The Roles of Social Media **Description:** Introduction to the role of Social Media Marketing within an organization's overall Marketing Plan/Framework, including the steps involved. In-class activity to begin this process for the topics chosen **Reading:** Ch - 4 Content Marketing **Assignments/deadlines:** Complete the SMM Strategic Plan begun during class.
Session 4 26th Sept	**Topic:** Strategic Planning – Step 1: Audit and Ch - 4 Content Marketing **Description:** In-class introduction and activity to begin the Social Media Audit of the project subject **Reading:** Ch 5 - Understanding Today's Format Types **Assignments/deadlines:** Complete the SMM Audit worksheet
Session 5 3rd Oct	**Topic:** Review SMM Audit and Ch - 5 Understanding Today's Format Types **Description:** Review the observations made in the SMM Audit and Competitive Audit in-class activity **Reading:** Ch 6 - Creating Images for Social Media **Assignments/deadlines:** Complete the competitive SMM Audit worksheet.
Session 6 10th Oct	**Topic:** Step 2 Goals and Objective Setting and Ch 6 - Creating Images for Social Media **Description:** Introduction of Step 2 in the Strategic Planning Process and the art and science of setting Goals and Objectives. In-class activity to begin this process applying a *SMART* test with KPIs - Key Performance Indicators to monitor performance. **Reading:** Ch 7 Creating Videos for Social Media **Assignments/deadlines:** Complete the worksheet to define Goals and Objectives
Session 7 17th Oct	**Topic:** Step 3 Target Audience using Personas and Ch 7 Creating Videos for Social Media **Description:** Introduction to creating Personas to identify a specific target audience and the Customer Journey using the interview process to identify how prospective customers become customers, including no longer being customers. In-class activity to begin the process of Persona creation. **Reading:** Ch 8 - Leveraging Chatbots and Automation **Assignments/deadlines:** Due Monday, 16th. Complete the persona, identify and execute an interview and create a customer journey from the interview.

Session 8 24th Oct	**Mid-term exam.** – Covering Chapters 1-8, Course Material Presented and Project Activities
31st Oct	**MIDTERM BREAK**
Session 9 7th Nov	**Topic:** Why, When and Where to Advertise and Ch 8 - Leveraging Chatbots and Automation **Description:** Introduction to the various Social Media platforms and Paid VS Organic posts, Facebook and Instagram and Google Ad Networks. In-class activity to create an SMM plan with tactical goals to collectively achieve overall SMM goals. **Reading:** Ch 9 - Leveraging Paid Social Media **Assignments/deadlines:** Complete the SMM calendar first draft, including KPIs.
Session 10 14th Nov	**Topic:** Creating and Managing Content and Ch 9 - Leveraging Paid Social Media **Description:** Introduction of the critical components of a Social Media Ad and in-class activity to create ads for various platforms supporting the strategic plan. **Reading:** Ch 10 - Influencer Marketing and Ch 11 - Repurposing and Reusing Social Content **Assignments/deadlines:** Complete the ads. and post them (following the previously developed calendar – platform/timing/content/anticipated outcome)
Session 11 21st Nov	**Topic:** Ch 10 - Influencer Marketing and Ch 11 - Repurposing and Reusing Social Content **Description:** In-class activity to review the peer review of your suggested posts and challenges observed posting the ads from earlier in the day. Modifying posts to improve anticipated performance. **Reading:** Ch 12 - Building Your Marketing Team **Assignments/deadlines:** Executing modifications to posts and monitoring performance.
Session 12 28th Nov	**Topic:** Cross-Platform Monitoring Tools, A Day in the Life of a Social Media Manager and Ch 12 - Building Your Marketing Team **Description:** In-class activity to continue executing calendared activities, monitor performance, and adjust where necessary. Overview of an average day of a Social Media Management professional and an introduction to SMM monitoring tools to leverage and improve all aspects of SMM, from the tactical posting of shared content, monitoring performance against KPIs and getting notifications when thresholds are reached. Doing more with less. **Reading:** Ch 13 - Measuring Success and Ch 14 - Adapting to a Changing Medium **Assignments/deadlines:** Continue executing calendared activities, monitoring performance, and adjusting where necessary.
Session 13 5th Dec	**Topic:** Ch 13 - Measuring Success and Ch 14 - Adapting to a Changing Medium **Description:** Final review of Project Activities and Completion of Deliverables for final submission. Overview of the course objectives and discussion of how they were applied to the project activities, including discussion of what was not covered but relevant to the practical work of a Social Media Management professional. **Reading:** Review required project deliverables and elements to prepare for peer review of the other projects during the next session. **Assignments/deadlines:** Prepare the final presentation with video and upload it to NEO by 5 pm the day before the final class.
Session 14 12th Dec	**Topic:** Final Project Presentations **Description:** Final team presentations and peer review of achievement of project objectives.

6. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (hours)	Weight in Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes*
Class Participation	42	25%	Ability to read, think, and express ideas analytically, critically and creatively. Ability to ask and answer questions relating to the subject knowledge. Ability to communicate effectively in oral English. Ability to meet deadlines. Ability to identify and summarize key points relating to a topic.	Critical Thinking, Effective Communication and Effective and Responsible Action
Homework and Quizzes	35	25%	Ability to apply class discussion and in-class activities and to be self-driven in the execution and/or follow-up to completion. For quizzes and reading, the ability to independently research and study a topic until the presented material is fully understood. Homework activities require team coordination, workload distribution, collaboration, and project and time management skills.	Critical Thinking, Effective Communication and Effective and Responsible Action
Midterm Exam	33	20%	Demonstration of understanding theories presented, proper contextual use, and communication of knowledge effectively in written form (business report).	Critical Thinking, Effective Communication and Effective and Responsible Action
Final Project and Presentation	40	30%	Ability to recognize when information is needed and to locate, evaluate, and effectively use (including academic citation) that information. Ability to work in a team and demonstrate practical professional presentation skills	Critical Thinking, Effective Communication and Effective and Responsible Action
TOTAL	**150**	**100%**		

*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

7. Description of the assignment types

Assignment 1:

Assessment breakdown

Assessed area	Percentage
Each activity described in the Assignments/Deadlines above collectively represents what constitutes Class Participation and Homework/Quizzes; most activities will be a combination of In-Class activities to be completed outside of the classroom (Homework).	50% Total - Combined 25% Class participation AND 25% Homework/Quizzes

Assignment 2:

Assessment breakdown

Assessed area	Percentage
The Final Project is a culmination of the Social Media Marketing Strategic plan, which will include the formal Calendar, specific SMM tactical posts, and documentation of their results, along with the final assessment of the project's overall success against stated KPIs – Key Performance Indicators. Although the overall grade will be a team score, the actual score earned by any student will vary based on their demonstrated contribution to the project.	30%

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules in the Academic Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work. Please see the AAU intranet for a summary of key policies regarding coursework.

Course specific requirements

There are no special requirements or deviations from AAU policies for this course.