

SOCIAL MEDIA STRATEGY (MKTG-UB.45-001, 10820)

Classroom: TISC-UC04

Course Syllabus

Instructor: Lou Cohen

Office Hours: By Appointment

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In urgent situations, you may also call my work phone: 347-931-4208

Course Description:

This course will study in detail the specific strategies and tactics to execute Marketing & Advertising programs that leverage Social Media platforms. By the end of this class, you will have learned how to develop a Social Media presence for both yourself as an individual and for corporate entities or small businesses alike. In this course, we will look to leverage best practices in Social Media and work on websites that include Facebook, Instagram, LinkedIn, Google+, Twitter, etc., as well as blogs, feedback mechanics, and more.

Course Learning Objectives:

The course is designed to be a practical mix of strategic and tactical practice. After successful completion of this class students will:

- Understand the framework and terminology of Social Marketing techniques.
- Understand measurement techniques to evaluate the success of Social Marketing initiatives.
- Have an ethical framework for Social Marketing, including such issues as privacy, the implications of targeting groups with specific demographic, psychographic or behavioral profiles, etc.
- Have a greater understanding of the role of Social in a marketing and communications mix.
- Be able to craft the above understanding into a comprehensive, campaign strategy and plan.

Learning Goals:

The following Zicklin MBA Learning Goals will be addressed in this course:

1. Written and Oral Communication Skills: Students will be able to explain in a persuasive manner their conclusions in projects requiring written papers and class oral expositions.
2. Technology Literacy: Students will understand the role of software tools, including their capabilities and information they generate, in marketing decision making and strategy.
3. Ethical Awareness: Students will understand the ethical issues regarding privacy in social media and be able to apply ethical frameworks to address ethical concerns.
4. Global Awareness: Students will be introduced to global social media channels including Facebook, Twitter, LinkedIn, V Kontakte, QQ, Orkut, Mixi, & more.
5. Teamwork, and Leadership: Students will complete a team project. The course forces students to work in teams and is imperative for their success in the course.
6. Knowledge Integration: The course, including the individual paper, requires students to critically examine information and draw meaningful strategic conclusions. Therefore, students will be able to integrate knowledge from different sources and perspectives to develop effective social media strategies.

Course Organization:

Through lectures, discussions, projects, teamwork, and guest lectures, students will be introduced to the topics and concepts of the class, and learn to handle them, both strategically and tactically. A significant portion of the course is dependent upon use of various internet websites & platforms, utilized outside of class time, in discussions, blog postings, etc. It will be important to keep up with current events & the latest news on Digital Marketing via websites like ClickZ, Mediapost, etc. As this is a half-semester course, you will be expected to participate in both face-to-face & NYUClasses discussions each

week.

Course Expectations:

All assignments are due before class time on the date specified. Late submissions will not be accepted nor credited without pre-approval for explanation of extenuating circumstances. Sourcing and attribution must be clearly provided in a standard academic format (i.e., footnote with title, name, date, publisher, pages cited).

Vivid discussion and information sharing among students both in class and online are crucial to learning. Students are expected to not only learn and absorb information but also share their learning, both in class & via NYUClasses. The aim is to learn from each other, using both face-to-face communication and communicative technologies -- much like forward-thinking companies that use digital technologies in their marketing. Students should visit & become acquainted with sharing and social technologies such as Twitter, LinkedIn, Facebook, Google+, Pinterest, Instagram, Yelp, Foursquare, YouTube, etc. before class begins as we will utilize many of these as resources throughout the course. Simply visiting them will help in discussions, but creating an account with some of these will aid in project work.

Course Requirements:

Team Project: (20%)

- Form a team of two people for a course-long group project. Students who do not specify a group by the **second class session** will be assigned one.
- For this project, you will need to work on behalf of a small business or other formal entity (A politician, a doctor, a lawyer, a professor, an artist, etc.) to establish their Social Media presence.
- Details & due dates will be specified in class by the professor. All deliverables should be submitted before class begins on the date due. Late work will be penalized depending upon how late it is submitted.

Individual Project: (20%)

- Details & due dates will be specified in class by the professor. All deliverables should be submitted before class begins on the date due. Late work will be penalized depending upon how late it is submitted.
- For this project you will be establishing your own personal Social Media presence, or enhancing it, as the case may be.

Individual Paper: (40%)

- Each student will prepare a paper discussing and analyzing the Social Marketing efforts of a company's brand online providing for research, analysis, and your opinion as to how they could improve.
 - Company must be submitted by email & approved by the Professor by **the second class session**. (NOTE: No more than 2 students per company)
 - Paper must be no more than 5 typed pages, double spaced, 12-pt font, not including exhibits, graphics, citations, a cover page, etc. Points will be deducted for poor formatting, grammar, presentation, tardiness, etc.
 - The paper must include an executive summary, an overview of the brand's presence online, your analysis of its Social Marketing presence, its effectiveness, & its opportunities to improve its brand presence online.

Attendance & Participation (20%)

- Because class participation is so vital to the discussion of digital marketing, as the industry changes so rapidly, your attendance & participation in class is required. Attendance will be taken at the beginning of class via a sign-in sheet. Each student will be granted 1 excused absence without penalty regardless of the reason for the absence. Any additional absences will be considered unexcused. Unexcused absences will result in a loss of points (2pts for the 1st, 3pts for the 2nd, and 5pts for the 3rd). Any student who has more than 3 unexcused absences will forfeit all A&P points.

Course Materials:

Because this is a dynamic field and changing rapidly, materials will be added throughout the course. They may be in any medium – print, video, audio, Web -- and all students should make suggestions, as noted above.

Additional relevant readings will be posted on NYUClasses.

Grading Policy

The following is the breakdown of grading proportions

Team Project:	20%
Individual Project:	20%
Individual Paper:	40%
Attendance and Participation	20%

Academic Integrity:

Cheating is not allowed and will not be tolerated, nor will fraudulent or dishonest handling of the assignments. Plagiarism, having others do assigned work and other ethical transgressions will be dealt with harshly, from demotion of one letter grade to expulsion from the class and reporting to the appropriate authorities.

Course Schedule:

Wednesday	Topic	Assignments
27-Jan	Overview & Social Basics	
3-Feb	Building YOUR Presence	Teams Established
10-Feb	Building a Business Presence	
17-Feb	Guest Lecture, TBD	Individual Project Due 2/17
24-Feb	Guest Lecture, TBD	
2-Mar	Advertising in Social	
9-Mar	Engagement & + vs. Like vs. etc.	Team Project & Individual Paper Due 3/9
*(Subject to Change)		

Wk 1) In-class & online discussion will review the basics of what Social Media Marketing is & begin the semester long discussion over the differences between personal, professional, and corporate social media use.

Wk 2) Class discussion will focus on how to effectively build & manage your personal & professional Social Media presence. The material covered this week will be vital to your ability to score well on the Individual Project.

Wk 3) Class discussion will focus on how to develop a Social Media presence for a business. We will review different engagement & communication models as well as explore the impact of local, national, & global reach.

Wk 4) Guest Lecture, TBD

➤ **Due:** Individual Project

Wk 5) Guest Lecture, TBD

Wk 6) Class discussion will focus on how advertising on major social media outlets works. We will review how to purchase advertising on different social websites as well as how to earn social engagement from an advertiser's view

Wk 7) Class discussion will focus on the value of Social Media in general. We will review the idea of Paid, Owned, & Earned media as well as discuss the value of Engagement via the proxy values associated with +'s, Likes, Followers, Pins, etc. Additionally, class discussion will focus on the various legal, ethical, & privacy issues surrounding social media communication & advertising. We will also review how to manage your personal & corporate privacy on social channels.

➤ **Due:** Group Project & Individual Paper