

MKTG 363: SOCIAL MEDIA MARKETING

Course: 52:630:363:01
Term: Spring 2023

Professor: Nathan Fong
Office Hours: T/Th 3:00 – 4:00 (BSB 318)

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OVERVIEW

Course Description

In this course, students will learn how to plan and implement effective social media marketing campaigns. Using a mix of theoretical and practical exercises, students will learn to use social media as a versatile marketing tool. Objectives include learning principles that provide a deeper understanding of social media and tactics to engage customers through paid, owned, and earned social media. The course introduces social media metrics and discusses how to evaluate the effectiveness of social media activity.

Learning Goals/Objectives

- Develop understanding of the principles underlying social interactions on digital platforms
- Connect an organization's use of social media to achieve its strategic objectives
 - Identify how social media can create value
- Understand how to choose the right tool or platform for strategic and tactical objectives
 - Gain familiarity with various social media tools
 - Use social media as a means of listening to customers

Course Materials

Book

The Hype Machine, by Sinan Aral

This book covers social media from a social scientific perspective, based on the latest research. We will cover this book one chapter per week and have weekly discussions.

<https://bit.ly/3zEuPAQ>

Communication

Canvas

The course will rely heavily on Canvas to distribute materials and facilitate interaction. Please check the site often. It is recommended that you set announcements to alert you by email and/or mobile notifications, so you receive time-sensitive information as quickly as possible. The Canvas site is a good forum to ask questions, even administrative ones, so other students with the same questions will get to see the answers.

Rutgers email

All official communications with students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

Social Media

The course will make use of social media accounts for research, discussion, and projects. Students may need to use accounts on Twitter, Instagram, and other platforms for class activities; while you can make use of personal accounts, in some cases, you will need to or may prefer to create new accounts.

ASSESSMENT

Assignment	Weight	Objectives
Quizzes	15%	A series of short quizzes to keep everyone on track.
Book Discussion	10%	Demonstrate mastery of the course material by writing a synopsis of the reading and build on it by leading a thoughtful discussion.
Platform Profile	10%	Demonstrate mastery of the course material by writing a synopsis of the reading and build on it by leading a thoughtful discussion.
Individual Assignments	15%	Develop skills in analyzing and managing social media activity. Improves research skills, including the collection and analysis of managerially relevant data.
Participation	25%	Active participation in class discussions. Asking and answering questions to enhance and demonstrate understanding of the material.
Group Project: Compare and Repair	25%	Apply social media skills to a real-world project. Improves skills in developing and delivering presentations. Multiple feedback opportunities provided.
Total	100%	

Grade Ranges

A	90% and above	Highest grade
B+	85% up to 90%	Work of distinction
B	80% up to 85%	Work of distinction
C+	75% up to 80%	Average work
C	70% up to 75%	Average work
D	60% up to 70%	Passing, but unsatisfactory
F	Below 60%	Failure without credit

Deadlines

Unless indicated otherwise, all assignments must be turned in through the course site by the date and time specified. Assignments handed in after the deadline will have their scores reduced by 1% of the maximum score for every hour it is overdue. Please notify me in advance if you need to make alternative arrangements.

ASSIGNMENTS

Quizzes (15%)

A set of short, closed-book quizzes (5 worth 3% each) will test your ability to apply the materials from the lectures. They will primarily take the form of short essays.

Readings

Most weeks will have an assigned book chapter. Everyone is expected to have read the week's chapter before participating in the discussion. The lectures will cover some related concepts but note that the lectures will not directly cover the readings.

Book Discussion (10%)

Each student will be assigned additional responsibilities for one of the weekly book discussions. For a randomly assigned week (starting with Chapter 2 in week 3), you will be required to submit a synopsis (about 1 page) of the reading and help lead that week's discussion. The synopsis and your proposed discussion questions will be due the night before the week you are assigned and will be provided to everyone in the class for the discussion.

Platform Discussion (10%)

This collective effort on the part of the whole class will provide an opportunity to investigate and evaluate each of the major social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, Snapchat, and TikTok). Working in groups, each group will choose two platforms to profile and present to the class. The short presentation will provide a starting point for a class discussion, so everyone in the class will have an opportunity to add their own input to provide a broad perspective on each platform. Schedule on Canvas, during 2/14 – 3/9.

Individual Assignments (15%)

The course has a variety of assignments that provide opportunities to develop skills related to social media. This includes learning tools for managing social media accounts, analyzing social media marketing activities of existing organizations, and research and analytical skills. Tentatively, these assignments will include:

1. Twitter follower drive (5%)
2. Social media fails (5%)
3. Content creator exercise (5%)

Participation (25%)

Active participation improves the quality of the class for you and your fellow students. You should view class participation as an opportunity to ask and answer questions to enhance your understanding of the material or demonstrate such understanding, and suggest examples that connect the concepts in class to the real world. While attendance and attentiveness will be factored into participation grades, active participation is expected of everybody.

Group Project: Compare and Repair (25%)

The final group project will provide an opportunity to do a deep dive on the social media activity of a pair of companies or organizations. It will draw on your newfound understanding of social media and your knowledge as a marketer. We will begin working on the project in week 10 until the end of the course.

ADMINISTRATIVE

Key Spring 2023 Dates

Spring 2023 classes begin	Tuesday, January 17th
Last day to drop classes w/o "W"	Thursday, January 26th
Last day to add classes	Thursday, January 26th
Last day to withdraw from an individual class with a "W"	Monday, April 3rd
Spring recess	Saturday, March 11th – Sunday, March 19th
Regular classes end	Monday, May 1st
Reading day	Tuesday, May 2nd and Wednesday, May 3rd
Final exam period	Thursday, May 4th – Wednesday, May 10th

Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University you are expected adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:
<https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."*

Online Conduct

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)***

Never send offensive and insulting messages (this is a violation of the Student Code of Conduct). If you disagree, say so and state your reasons. Social media is a very powerful tool for communication. However, it can be badly misused if it is not used correctly or professionally. For example, you may have personal and legitimate concerns with this course. However, other students, who do not have similar feelings, can be negatively influenced by your concerns. This will unnecessarily and negatively affect their overall experience of the course. Therefore, to minimize such an occurrence, please feel free to directly contact the instructor/tutor first to resolve any concerns that you may have to help ensure that everyone's online experience of this course is beneficial.

- Always guard against inciting others when it comes to content, opinions, etc. Avoid blaming or accusing others of wrongdoing.
- Do not start a volley of back-and-forth e-mails, with copies distributed to every student in the class.
- Copy the minimum number of people. That is, send e-mails to only the people you think should receive and will benefit from it.
- Treat all e-mails and postings as permanent forms of written record and do not assume that any e-mail communications are private, unless stated otherwise.
- Do not publicize your own or others' personal information (such as email, phone numbers, last names, etc.)

COURSE OUTLINE AND ASSIGNMENTS

M	Date	Topics	Readings	Assignments
1	1/17 1/19	Defining social media	Link1	
2	1/24 1/26	Social networks	Link2 Chapter 1	
3	1/31 2/2	Social influence	Chapter 2	Quiz 1 IA1: Twitter follower drive
4	2/7 2/9	Social media audit	Link3 Chapter 3	Quiz 2
5	2/14 2/16	Measurement/attribution	Chapter 4	Platform presentations start
6	2/21 2/23	Social listening	Chapter 5	Quiz 3
7	2/28 3/2	Strategy	Chapter 6	
8	3/7 3/9	Planning/Execution	Chapter 7+8	Quiz 4
Spring Break				
9	3/21 3/23	Content management	Link4 Chapter 9	Project: Form groups
10	3/28 3/30	Earned media	Chapter 10	Quiz 5
11	4/4 4/6	Customer service	Chapter 11	IA2: Social media fails
12	4/11 4/13	Paid media	Chapter 12	IA3: Content creators
13	4/18 4/20	Wrap-up, ethics		
14	4/25 4/27	Project consultation		Project: Progress Report
	5/2 5/4	<i>Reading day (no class)</i> Finals period (no class)	TBA	
15	5/9	Final class: 2:45-5:45 p.m.		Project Presentations

Key

Chapters	From <u>The Hype Machine</u> by Sinan Aral
Link	Online resource (URL/link provided)
IA	Individual assignments
Project	Group project milestones

READINGS

Primary Readings

Weekly chapters are assigned from The Hype Machine, by Sinan Aral
<https://bit.ly/3zEuPAO>

Additional Links

Link 1: Pew Internet fact sheet on social media
<https://www.pewresearch.org/internet/fact-sheet/social-media/>

Link 2: Industry white paper on network effects
<https://www.nfx.com/post/network-effects-bible>

Link 3: HootSuite Platform Training (video, sign up following instructions to be posted)
<https://hootsuite.com/pages/landing/student-program/sign-up>

Link 4: Primer on viral marketing (video, use Rutgers LinkedIn Learning account)
<https://www.linkedin.com/learning/jonah-berger-on-viral-marketing?u=76115650>