

University of International Business and Economics International Summer School

MKT 205 Social Media Marketing

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Credit: 2 units

Course Description

The course is designed to provide a broad understanding of social media marketing. The course exposes students to the implications of social media as well as opportunities and challenges for marketers, businesses and organizations. Special emphasis will be given to a large array of social media applications and tools used in the marketing of product, services, and corporate image. Topics include (but not limited to) social communities (e.g. social networking websites, message boards, forums, wikis), social publishing (e.g. blogs, media sharing websites: video, photo, audio, etc. and bookmark sharing), entertainment (e.g. social media game-based marketing, virtual reality, and entertainment communities), social commerce (e.g. reviews and ratings, social shopping websites) and social media metrics (i.e. measurements of success and effectiveness).

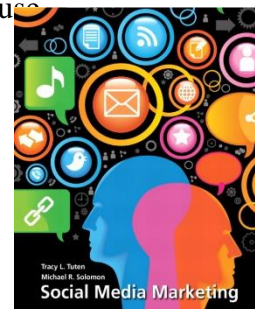
Learning Objectives

1. Describe the scope of social media marketing and identify current and emerging trends.
2. Explain how consumers interact socially and how this impacts product/service evaluations and company image
3. Examine the dark side of social media
4. Design social media strategies.
5. Examine the interrelatedness and convergence of social media platforms with traditional marketing channels.
6. Examine the methods used to evaluate the effectiveness of social media presence and campaigns.

Learning Outcomes

Upon satisfactory completion of the course, students will be able to:

1. Identify key issues, challenges and opportunities for evolving social media tools
2. Use social media tools to reach marketing and communications objectives.
3. Use effectively social media tools with an awareness of legal and ethical implications.
4. Participate effectively in collaborative learning on social media projects
5. Work on real-world projects and build a business online presence.
6. Evaluate the effectiveness and success of social media use



Readings/Resources

1. Required Textbook

Title: Social Media Marketing
Publisher: Pearson/Prentice Hall
Authors: Tracy Tuten, Michael R. Solomon
Edition: 1/E
ISBN-10: 0132551799 • ISBN-13: 9780132551793©2013

2. Required online resource:

Social Media Examiner Blog (Stelzner, M©) available at: [<http://www.socialmediaexaminer.com/>]
This online resource provides meaningful insights on various social media topics to be discussed in weekly-classes. The online resource is updated daily, students are expected to browse on this online resource, every week, read a content, pick some ideas, news, illustrating the week-lecture topic. Students should bring their findings to the class, share and discuss its content with the class to earn participation credits.

3. Optional online resources:

To learn more about specific topics other supplemental online resources could be used. Here are some examples:

<http://technorati.com/>
<http://www.sethgodin.com/sg/>
<http://www.chrisbrogan.com/>
<http://www.splashmedia.com/blogs/>
<http://www.likeable.com/blog/>
<http://www.marketingtechblog.com/>
<http://heidicohen.com/>
<http://pushingsocial.com/>
<http://www.thesaleslion.com/>
<http://blog.hubze.com/>
<http://www.jeffbullas.com/>
<http://www.viralblog.com/>
<http://socialmouths.com/blog/>

Class Approach

Class format includes a combination of lectures, in-class discussions, case study, client-projects and presentations. Much of this course is interactive and in-class participation is highly expected. The course will primarily be conducted on lectures-discussion basis. Because active classroom participation is an important component of the learning process, students are strongly encouraged to attend each class and to complete each day's readings before attending the class. A major time of each class will be spent in reviewing the reading material and discussing topics on social media retrieved from online references such as Social Media Examiner Blog (for more details see required and optional online resources sections). All topics are tightened to the concepts covered in the textbook.

Plagiarism

Turnitin software will be used to conduct originality check on students' assignments and projects. Turnitin compares submitted papers against a very large database, which includes: web pages, previously-submitted student papers and Databases of electronic books and articles. Identifying high similarities to content will be considered as plagiarism.

Grading Rubrics:

Weekly Participation (15%):

Students are expected to thoroughly and substantially contribute to lectures and discussions at least 5 times (in 5 class sessions out of 10). Students are expected to bring meaningful examples, illustrations to the class, retrieved from the online resources (see required and optional online resources) on topics discussed in the lecture to earn full participation credit. Brief/ short/ out-of-topic comments, will not be eligible to earn participation credits.

Social media client proposal- project (25%):

Students will work in small groups and will be placed in a consultancy role to prepare a client proposal for a social media plan. The client proposal is a semester-long project, its purpose will be to provide input and direction to increase the social media presence of a real existing LOCAL small business.

Students are free to choose any local small business they want but they should make sure to choose one that has a minimum of social media presence of product/brand or service to analyze. Students could use a large array of social media sites and tools in their proposal such as (but not limited to): Facebook, Twitter, Youtube, Instagram, LinkedIn, Pinterest, and Vine. However students should support and justify their choices of the selected vehicles or channels.

Students are required to form small groups of 2 to 3 students earlier (before the second lecture) and pick a local small business for the project. The final paper should be 20 pages (minimum) double spaced, including figures and exhibits (could also include links/screenshots, etc.). The paper should cover at least the following rubrics, but students could add to these:

Social media case study (25%)

The Pizza Hut case “Boosting Pizza Hut Digital Ordering and Digital Public Relations” (to be posted on UR Courses) discusses some challenges related to the use of social media to promote digital ordering and raising funds for donation. In this case study, students are challenged to combine their knowledge and creativity to come with practical and well-sound marketing solutions.

Students are asked to create:

- (a) An integrated marketing campaign using all direct and interactive channels including Pizza Hut's-owned and earned media channels; social media (e.g. Facebook, Twitter, Youtube, etc.), e-mail, rss feeds, Pizza Hut website, and Product reviews, with a goal of increasing the number of orders driven through a Pizza Hut's Mobile App.
- (b) A public relations campaign to recruit donors and raise money for the World Hunger Relief Campaign. In your campaign you need to think about emphasize how digital

ordering blends with digital public relations to support raising money. Your challenge is to recruit 100.000 new donors and to raise nearly 2.5 million.

The general criteria that will be used for evaluation purposes include (but are not limited to):

- ✧ Is the audience successfully targeted?
- ✧ Are social media tools used effectively?
- ✧ Do the campaigns converge to the outlined challenges: generate and increase digital orders and acquire donors?
- ✧ Are the marketing campaigns truly integrated?
- ✧ Is the choice of metrics appropriate for measuring the success of the campaigns?
- ✧ Are the campaigns creative and original, while fitting within the budget?
- ✧ What is the anticipated impact?

Some important points:

a. Budget

Objective and task approach remains the best budgeting approach, whereby the students should consider primarily the objectives set out for the campaigns, the tasks to be performed to achieve these objectives and the cost estimates for performing each task. Overall, the students are expected to build the budget from a logical base. A well stated, actionable objective should include the following characteristics:

- ✧ Be specific,
- ✧ Be measurable,
- ✧ Specify the desired change,
- ✧ Include a time line,
- ✧ Be consistent and realistic (given the resources).

b. Digital consumers and Target audience

Students should consider:

- ✧ What are the relevant demographic, psychographic and behavioral characteristics of the segments in planning a social media campaigns?
- ✧ What are the social media habits of the segments?
- ✧ What content do they have to share with the target audience?

c. Social Media metrics

What metrics could Pizza hut apply to measure the effectiveness of the campaign?

Students are expected to come with a set of social media metrics to assess the campaigns performance. The list of possible social media metrics may include (but are not limited to) number/frequency/growth of:

- ✧ Fans, Followers, Friends,
- ✧ Tweets, Retweets, Shares,
- ✧ Likes, Favourites, Ratings, testimonials,
- ✧ Comments, Posts (blog posts, photo posts, video posts, etc.),
- ✧ Subscriptions (RSS, podcasts, etc.),
- ✧ Traffic/ visits/ views,
- ✧ Applications Downloads/ installs, embeds,
- ✧ Time spent with social pages,



- ✧ Online ordering originating from Facebook,
- ✧ Online sales originating from other social sites,
- ✧ Mobile applications downloads,
- ✧ Mobile application usage rate,
- ✧ Online contributions to raise funds originating from Facebook, other social media.

In addition to quantitative measurements, it is also possible to come with some qualitative metrics that assess what is said in a text in *good or bad* such as (positive or negative) feelings and emotions.

Overall, the proposed metrics should be suitable to assess the extent to which the campaigns is close to achieve objectives, and also to compare Pizza Hut social media efforts compared to competitors ones, especially in terms of presence and buzz, on which Pizza Hut is not well positioned (see section 3 in the case study).

Template for analysis

Your analysis should be in an “executive summary” format. Use bullet points wherever you think that format adds value. It should be no longer than 10 pages, typed, and single-spaced on bulleted areas and 1.5-spaced on paragraph areas. Your case solving should follow 4 general headings in the paper:

- (1) Brief summary of current situation (do not rehash the entire case) – provide your “take”
- (2) Key problem(s) or issue(s) that need to be addressed as well as secondary problems, with supported with evidence as to why you believe these deserve attention
- (3) Campaigns that you have developed:
 - An integrated marketing campaign to boost orders and sales
 - A public relations campaign to recruit donors and raise money for the World Hunger Relief Campaign.
- (4) Your recommended action plan, including implementation, and metrics

Final exam 35%:

The final exam is comprehensive and may reference all text and in-class content, including in-class discussions.

Special Needs: If a student may have a need for special accommodation due to a physical and/or learning disability, please contact the Coordinator of *Special Needs Services* at 585-4631.



Section: 317 – 001 W- from 07:00 p.m. to 09:45 p.m. Room TBA
(*Schedule Subject to Revision*)

Date	Topic	What is Due
W-Jan 06	Course introduction: syllabus review; requirements and grading rubrics The Horizontal Revolution	1. <u>Textbook</u> : read chapter#1 2. <u>Online resources</u> : search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #1.
W-Jan 13	Strategic Planning with Social Media	1. <u>Textbook</u> : read chapter#2 2. <u>Online resources</u> : search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #2. 3. <u>Setting up groups</u> : send an e-mail to the instructor with your names and student ID. After the deadline, students will be assigned randomly and no change requests to the groups will be accepted
W-Jan 20	Social Consumers	1. <u>Textbook</u> : read chapter#3 2. <u>Online resources</u> : search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #3. 3. <u>Client proposal</u> : deliverable#1(Introduction)
W-Jan 27	Digital Communities	1. <u>Textbook</u> : read chapter#4 2. <u>Online resources</u> : search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #4
W-Feb 03	Social Community	1. <u>Textbook</u> : read chapter#5 2. <u>Online resources</u> : search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #5. 3. <u>Client proposal</u> : deliverable#2(Introduction)
W-Feb 10	Mid-Term Exam	Review all material discussed in-class & Chapters 01 to 05
W-Feb 17	No Class: winter break	
W-Feb 24	Social Publishing	1. <u>Textbook</u> : read chapter#6

		<p>2. <u>Online resources</u>: search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #6.</p> <p>3. <u>Client proposal</u>: deliverable#3 (social media marketing objectives)</p>
W-Mar 02	Social Entertainment	<p>1. <u>Textbook</u>: read chapter#7</p> <p>2. <u>Online resources</u>: search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #7</p>
W-Mar 09	Social Commerce	<p>1. <u>Textbook</u>: read chapter#8</p> <p>2. <u>Online resources</u>: search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #8.</p>
W-Mar 16	Social Media for Consumers Insights	<p>1. <u>Textbook</u>: read chapter#9</p> <p>2. <u>Online resources</u>: search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #9.</p> <p>3. <u>Client proposal</u>: deliverable#4(Social media zones and vehicles)</p>
W-Mar 23	Social Media Metrics	<p>1. <u>Textbook</u>: read chapter#10</p> <p>2. <u>Online resources</u>: search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed in chapter #10.</p>
W-Mar 30	Course Review	<p>1.Review all chapters and prepare questions</p> <p>2. <u>Client proposal</u>: deliverable#5 (FINAL report including the implementation plan and metrics).</p>
W-Apr 06	Social Media Projects	<p>1.PowerPoint presentations (Groups 01, 02..., &10)</p> <p>2 <u>Client proposal</u>: deliverable#6(PowerPoint slides)</p> <p>3 <u>Case study analysis</u>: written case</p>
TBA	Final exam (Room and time TBA)	Review <u>ALL</u> material discussed in-class, Chapters 01 to 10