Welcome to Social Media Marketing!

I am so excited to be working with all of you! This is my seventh (or eighth? I’ve lost track) semester teaching Social Media Marketing at the University of Iowa. It’s always a fun course to teach. Although the course may be delivered a bit differently this semester, I am confident we will rise to these challenges together. Please know I am deeply committed to your health and safety, I’m working hard to ensure a dynamic class experience, and that I’m here to support you in any way you need.

As your instructor, my goals are to teach students the fundamentals of social media marketing. These fundamentals include understanding the organization, establishing clear goals and objectives for engagement and successful outcomes, developing solid strategies for campaign implementation, and determining other key campaign logistics. This class will be a mixture of lecture, discussion, readings, assignments and group work.

Two projects will provide students with opportunities to apply course content to real-world situations. First, students will create a case study describing a brand that uses social media in an effective way. For the second project, students will compile a social media report and offer strategy recommendations to a local client. The project will culminate with a 10-page written report and an in-class presentation for the client.

Our class will be delivered in a hybrid/blended format. My plan is to deliver a few sessions in-person at the beginning of the semester. This will allow a bit of time for us to establish a class dynamic and get to know each other. After the third week of class we will move completely online (although we may do this sooner depending on campus case counts). If you are not comfortable attending in-person sessions, or if you have health conditions please let me know. I have recorded versions of all of our lectures.

What will I learn this semester?

By the end of the semester, you should be able to:
• Identify six business/organizational uses of social media
• Understand strategies and applications of popular social media networks and forms of content marketing
• Analyze key performance indicators in social media marketing including staffing, legal, and crisis communication
• Integrate social media activity with other forms of digital and traditional marketing communications
• Apply these key concepts in creating a social media marketing strategy for a client, including assessing the organization’s needs and developing a comprehensive solution presented as both a written and oral presentation for the client

What is the required text for the course?

*Social Media Explained, Revised and Expanded 2nd Edition* by Mark W. Schaefer
(Book is available at University Bookstore, or can be purchased or rented online)

All additional course readings will be posted on the course ICON website.

What is the grading scale for this course?

Grading Guidelines

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What will the course workload be like?

This course will consist of lectures, readings, discussion and group work. There will be some time to work in class, but students are encouraged to schedule a
majority of your client and group meetings outside of class via Zoom. There will also be a mid-term and a final exam.

**A word on group work, collaboration and safety:**

Please conduct all group and client meetings via Zoom. If you feel you need to visit your client in order to create content for your group project, please send as few group members as possible and adhere to all CDC requirements for physical distancing, hand washing and face coverings. Or, if you or your client is not comfortable with group members visiting in person let me know. We will collaborate on other solutions for creating social content. **The bottom line is this: I do not want anyone their risking health and safety to complete course work.**

**What is the attendance policy?**

I cannot emphasize this enough: **Please do not come to class if you are not feeling well or if you have concerns about being exposed to COVID-19. Even if you do not have a formal confirmation of exposure or a diagnosis I would rather you err on the side of caution.** I will provide online versions of the lectures and discussions for those who need to quarantine or those who have concerns about exposure. If you have any concerns please contact me and we will work together on a solution.

I will be tracking attendance at our in-person sessions and our online discussions. If you are going to be absent for any other reason please let me know in advance as often as possible. If you are going to be absent please fill out the CLAS attendance form found here: [https://clas.uiowa.edu/faculty/student-attendance-and-absences#absence-form](https://clas.uiowa.edu/faculty/student-attendance-and-absences#absence-form)

Instead of focusing primarily on in-person attendance in class, this semester I will be focusing more on contribution, participation and evaluating student engagement with the course material. I will provide opportunities for online discussion and activities both in a written discussion forum and via Zoom. Please view the document outlining course engagement in the Files section of ICON.

**Other course logistics:**

**Assignments**

Assignments are due at the time specified in the syllabus. Unless otherwise indicated, you will upload your work to the assignment folder provided on the course ICON. Assignments will go down a full letter grade each day they are late.

**Collaboration**

Much of your work in this class is collaborative. Each student in the working groups is expected to complete a similar amount of work and contribute equally
to the final project. Each student will complete a self-evaluation and a group evaluation, describing this equality or lack of it during the group’s work. I may adjust your grade based on your group members’ evaluations.

**Contact Me**
I am here to help you feel supported in your learning. If you have any questions or concerns do not hesitate to reach out. Feel free to contact me via email at meghann-foster@uiowa.edu. Email is one of the best ways to get a hold of me and I will usually respond within 24 hours; however, I may not respond as quickly over the weekend. You can also call me at 319-325-0920 with any questions or concerns. Walk-in hours are by appointment only.

**What are the University policies I should be aware of?**

**Absences and Attendance**
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use the CLAS absence form to aid communication with the instructor who will decide if the absence is excused or unexcused. The form is located on ICON within the top banner under “Student Tools.”

**Academic Integrity**
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through UI email. Visit this page for information: (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

**Accommodations for Disabilities**
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.
Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Classroom Expectations
Students are expected to comply with University policies regarding appropriate classroom behavior as outlined in the Code of Student Life. This includes the policies and procedures that all students have agreed to regarding the Steps Forward for Fall 2020 in response to the COVID-19 pandemic. Particularly, all students are required to wear a face cover when in a UI building, including a classroom. In addition, the density of seats in classrooms has been reduced. In some instances, this will allow 6 feet or more of distance while other cases, it may be less. Regardless, wearing face coverings and maintaining as much distance as is possible are vital to slowing the spread of COVID-19. In the event that a student disrupts the classroom environment through their failure to comply with the reasonable directive of an instructor or the University, the instructor has the authority to ask that the student immediately leave the space for the remainder of the class period. Additionally, the instructor is asked to report the incident to the Office of Student Accountability for the possibility of additional follow-up. Students who need a temporary alternative learning arrangement related to COVID-19 expectations should contact Student Disability Services (https://sds.studentlife.uiowa.edu/fall-2020/covid-19-temporary-learning-arrangements/; +1 319 335-1462).

Class Recordings: Privacy and Sharing
Some sessions of a course could be recorded or live-streamed. Such a recording or streaming will only be available to students registered for the course. These recordings are the intellectual property of the faculty, and they may not be shared or reproduced without the explicit written consent of the faculty member. Students may not share these sessions with those not in the class; likewise, students may not upload recordings to any other online environment. Doing so is a breach of the Code of Student Conduct and, in some cases, a violation of the Federal Education Rights and Privacy Act (FERPA).

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email
address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

**Complaints**
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences; see this page for more information: https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

**Final Examination Policies**
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals with a few exceptions made for particular types of courses such as labs or off-cycle courses: https://registrar.uiowa.edu/final-examination-scheduling-policies.

**Nondiscrimination in the Classroom**
The University of Iowa is committed to making the classroom a respectful and inclusive space for people of all gender, sexual, racial, religious, and other identities. Toward this goal, students are invited in MyUI to optionally share the names and pronouns they would like their instructors and advisors to use to address them. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (https://diversity.uiowa.edu/eod; +1 319 335-0705 or (diversity.uiowa.edu)

**Sexual Harassment**
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.
Tentative Course Schedule

This is a tentative course outline. Throughout the course of the semester, changes may be necessary. Any changes will be announced immediately on ICON.

WEEK ONE
August 25th: Course Introduction (in person)
• Welcome, Introductions, Syllabus Overview
• Assign working groups

Assignments:
• Read “Social Media Explained”: Chapters 1-3 (Pages 9-39, due August 27th)
• Read article assigned in ICON (due August 27th)
• Begin client selection process

August 27th: Introduction to Social Media Marketing (in person)
• Lecture and discussion: Introduction to Social Media Marketing
• Introduce first benchmark requirements (Due Tuesday, September 15th)

Assignment:
• Respond to discussion prompt

WEEK 2
September 8th: Foundational Principles (in person)
• Lecture and discussion
• Submit client selection via email

September 10th: Instructor check-in, work day (V)

WEEK 3
September 15th: Message Strategies & Brand Voice (in person TBA)
• Lecture and discussion
• Assign Case Study assignment (due September 29th)
• First benchmark due

September 17th: Instructor check-in, work day (V)
Assignment:
• Respond to discussion prompt
• Read “Social Media Explained” pages (xxx-xxx)

WEEK 4:
September 22nd: Rules of Engagement (in-person or virtual TBA)
Assignment:
• Read Social Media Explained Facebook appendix
• Assign 2nd benchmark (due October 13th)
• Watch Facebook lectures

September 24th: Social spotlight: Facebook (V)
• Facebook discussion via Zoom

**Assignment:**
• Respond to discussion prompt
• Read *Social Media Explained* Chapters 4 & 5 (pages 41-64)

**WEEK 5:**

**September 29th:** Case Study Discussion (V)
**Assignment:**
• Read *Social Media Explained* Twitter Appendix, pages 165-167
• Watch Twitter lecture

**October 1st:** Twitter Spotlight (V)
• Twitter discussion via Zoom
**Assignment:**
• Read *Social Media Explained* Chapters 4 & 5
• Watch Content lecture
• Respond to discussion prompt

**WEEK 6**

**October 6th:** Content (V)
• Discussion
**Assignments:**
• Read Instagram appendix, pages 164-165
• Watch Instagram lectures

**October 8th:** Instagram (V)
• Discussion
**Assignments:**
• Watch Implementation lecture

**WEEK 7:**

**October 13th:** Implementation (V)
• Discussion
• 2nd Benchmark due
**Assignment:**
• Read Snapchat appendix, page 169
• Watch Snapchat lecture

**October 15th:** Snapchat (V)
• Discussion

**WEEK 8:**

**October 20th:** Instructor check-in (V)
• Assignment for Thursday: Review for Midterm Exam

**October 22nd:** Mid-Term Exam (V)
**Assignment:**
• Watch lecture on Social Advertising
• Respond to discussion prompt

WEEK 9
October 27th: Social Advertising (V)
  • Discussion
  • Assign 3rd Benchmark (due November 10th)
Assignment:
  • Read YouTube & Live Video appendices (pages 171-173)
  • Watch lecture videos

October 29th: YouTube, Video (V)
  • Discussion
Assignment:
  • Read Chapter 6 (pages 67-82) & Chapter 8 (pages 103-114)
  • Watch Monitoring and Measuring lecture
  • Respond to discussion prompt

WEEK 10:
November 3rd: Monitoring & Measuring (V)
  • Discussion
Assignment:
  • Read appendix on Pinterest
  • Watch Pinterest lecture

November 5th: Social Spotlight: Pinterest (V)
  • Discussion
Assignment:
  • Watch lecture on legal & ethical considerations
  • Read supplemental material as assigned

WEEK 11
November 10th: Legal & Ethical Considerations (V)
  • Discussion & activity
  • 3rd Benchmark due
Assignment:
  • Read Social Media Explained: LinkedIn appendix
  • Watch LinkedIn lecture
  • Watch/read supplemental material as assigned

November 12th: LinkedIn (V)
  • Discussion, possible guest speaker
Assignment:
  • Read Social Media Explained Chapter 9
  • Read supplemental material as assigned
  • Watch lectures
  • Respond to discussion prompt
WEEK 12
November 16th: Crisis Communication & Social Media (V)
  • Discussion

November 18th: Crisis activity (V)

NOVEMBER 23-27: THANKSGIVING BREAK

WEEK 14
December 1st: Instructor Check-In, work time (V)

December 3rd: Work time (V)

WEEK 15

December 8th & 10th: Final Presentations TBA (V)

FINAL EXAM TBA (V)
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