Social Media Marketing

JMC:3530
Fall 2018
T-TH 5:00-6:15 PM
E126 AJB

Instructor: Meghann Foster
Email: meghann-foster@uiowa.edu
Phone: 319-325-0920
Course Website: icon.uiowa.edu

Course Description

The goal of this course is 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, and client 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 recommendations to a local client. The project will culminate with a 10-page written report and an in-class presentation for the client.

Course Objectives

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
Course Materials

*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.

Course Requirements

Students are expected to attend classes, contribute to class discussion, work collaboratively within their groups, complete all required readings and exams, and submit assignments on time.

Late assignments and excessive absences will result in lower grades. I reserve the right to deduct points from your final grade for unprofessional behavior, including excessive tardiness, lack of attention to clients and other guests.

Grading Guidelines

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Course Expectations

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

Attendance

I will keep a record of your attendance and expect you to be here every day. Absences are excused for internships, job interviews, University-related activities, and religious observances. Be sure to let me know ahead of time if a class meeting conflicts with any such commitments, and please provide documentation if/when necessary. Absences due to illnesses are excused only with a doctor’s note. Let me know in advance when you can, but please note that unexcused absences, for whatever reason, will factor into your final grade as outlined below. Unexcused absences will impact the contribution portion of your grade.

If you find that a serious health or other problem is affecting your work, please discuss it with me ASAP. If you wait until the end of the semester to reach out, I can’t help you make other arrangements. In addition, be sure to let me know right away if you have a conflict with the scheduled exam times.

If you miss class, you are still responsible for any schedule changes announced. Check ICON and be in touch with a classmate to find out what went on in your absence.

- Three unexcused absences will lower your final grade the next step down (e.g., B+ to B-)
- Four or more unexcused absences will lower your final grade a full letter grade (e.g., B+ to C+)
- Five or more unexcused absences is grounds for failure

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. An A assignment due during class that’s received at 5 PM on that day will earn a B, a C the day after, and a D after that.
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

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. Office hours are by appointment only.

University/CLAS Policies

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 this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

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 the UI email address (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.

**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. For more information, see 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. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

**Nondiscrimination in the Classroom**

UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. 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 (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/.

Reacting Safely to Severe Weather

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.

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: Introductions

Tuesday, August 27th

- Welcome, Introductions, Syllabus Overview
- Assign working groups
- Introduce and assign clients

Assignment: Read Social Media Explained: Chapters 1-3 (Pages 9-39)
Begin client work; you should start the process of setting your first client meeting.

Thursday, August 29th

- Lecture and discussion: Introduction to Social Media Marketing, Tips for Working With Clients
- Introduce first benchmark requirements (Due Thursday, September 12th)
Week Two

Tuesday, September 3rd
• Lecture and discussion: Foundational Principles
• Introduce Meeting one benchmark requirements (Due Thursday, September 12th)

Thursday, September 5th
• Lecture and discussion: Goals & Strategies
• Work time

Week Three

Tuesday, September 10th
• Lecture and discussion: Messaging strategies, finding your brand voice

Assignment for Thursday: Read Facebook appendix (pages162-164)

Thursday, September 12th
• Lecture and discussion: Social Spotlight: Facebook
• First benchmark due

Week Four

Tuesday, September 17th
• Lecture and discussion: Rules of Engagement
• Assign Case Study (Due October 1)

Assignment for Wednesday: Read Social Media Explained: Twitter Appendix, pages 165-167

Tuesday, September 19th
• Social Spotlight: Twitter lecture and discussion

Assignment for Tuesday: Read Social Media Explained Chapters 4 & 5 (pages 41-64)

Week Five
Tuesday, September 24th
  • Lecture and discussion: Content Marketing, assign second benchmark (Due October 8th)

Thursday, September 26th
  • Watch and discuss “The Story of Content

Week Six

Tuesday, October 1
  • Case Study discussion, work time

Assignment for Thursday: Read Instagram appendix, pages 164-165

Thursday, October 3rd
  • Social Spotlight: Instagram

Week Seven

Tuesday, October 8th
  • Implementation Strategies

Thursday, October 10th
  • Instructor check-in, work day

Assignment for Tuesday: Read Snapchat appendix, page 169

Week Eight

Tuesday, October 15th
  • Social Spotlight: Snapchat

Assignment for Thursday: Review for Midterm Exam

Thursday, October 17th
  • Midterm Exam

Week Nine

Tuesday, October 22nd
  • Social advertising & SEO, assign 3rd benchmark (Due November 5th)

Assignment for Thursday: Read YouTube & Live Video appendices (pages 171-173)
Thursday, October 24th
  • Social Spotlight: YouTube, Video

*Assignment for Tuesday: Read Chapter 6 (pages 67-82) & Chapter 8 (pages 103-114)*

**Week Ten**

Tuesday, October 29th
  • Lecture and Discussion: Monitoring & Measuring

Tuesday, October 31st
  • Work day, instructor check-in

**Week Eleven**

Tuesday, November 5th
  • Lecture and Discussion: Legal & Ethical Considerations

*Assignment for Thursday: Read appendices on Pinterest (170-171) and LinkedIn, (pages 167-168)*

Thursday, November 7th
  • Social Spotlight: Pinterest & LinkedIn

*Assignment for Tuesday: read Chapter 9 (pages 115-127)*

**Week Twelve**

Tuesday, November 12th
  • Lecture and Discussion: Crisis Communication & Social Media

Thursday, November 14th
  • Crisis communication simulation

**Week Thirteen**

Tuesday, November 19th
  • Lecture and Discussion: Integration, work day

Thursday, November 21st
  • Instructor Check-In, group work day
November 26\textsuperscript{th} & 28\textsuperscript{th}: Thanksgiving break

**Week Fourteen**

Tuesday, December 3\textsuperscript{rd}
- Work Day

Thursday, December 5\textsuperscript{th}
- Work Day

**Week Fifteen**

Tuesday, December 10\textsuperscript{th} & Thursday, December 12\textsuperscript{th}

Final Presentations

**Week Sixteen**

Final Exam TBA
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