



Course Name: **Social Media Marketing, MKTG 465**
Semester: **Fall 2018**
Class Time: **M W 8:30 am-09:55 am**
Class Room: **SW202**
E-mail: **smookhe2@binghamton.edu**

Instructor: Satadruta (Fiona) Mookherjee
Office: 215, Academic A
Office Hours: Monday 10:30am-11:30am
or by appointment

COURSE OVERVIEW

The Internet is an extremely dynamic marketplace. This class will give you a theoretical understanding of the Internet marketplace and its ability to adapt to many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the Internet. The classroom sessions are a combination of lectures, discussions, and experiential learning. To ensure effective utilization of lecture time and the time of your classmates, you are required to read the materials *before* they will be covered in class.

LEARNING OUTCOMES

- 1) Search Engine Optimization – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
- 2) Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates.
- 3) Online Advertising – Understand the various methods of online display advertising. Create an online display ad campaign and measure its ROAS (return on ad spend).
- 4) Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.
- 5) Email Marketing – Understand and implement best practices in marketing to a database of current and potential customers via email.
- 6) Social Media – Utilize knowledge of social media tactics to design an effective social media campaign.
- 7) Reputation Management – Implement online reputation management tactics to improve the online reputation of a brand.

Throughout your learning process in this class, you will have to apply the vocabulary and concepts into a real-world situation through Mimic Pro Simulation. By completing this simulation, you will be able to perform the following:

- a. Write targeted ads
- b. Perform strategic keyword research
- c. Create high converting landing pages
- d. Measure KPIs (key performance indicators)
- e. Review historical data and decide on the best campaign decisions
- f. Create and distribute email marketing


COURSE MATERIALS

1. Textbook and Simulation

Students are to enroll in the class using the following link <https://home.stukent.com/join/FD3-F77>


This course uses a digital textbook “**Digital Marketing Essentials Textbook**” that can be accessed at <https://home.stukent.com/>. This course will also be using an online advertising simulation called the **Mimic Pro Simulation**, which will be accessed here as well.

Social Media Marketing




Digital Marketing Essentials Textbook
Textbook for Digital Marketing Essentials

[Pay Here](#)



Mimic Pro
Mimic Professional for Internet Marketing



[Guides](#) [Pay Here](#)

2. Optional Reading Packet:

A list of cases and articles will be provided through MyCourse. Most cases are from **Harvard Business Publishing**. Articles are from leading consumer research journals as well as some popular business magazines.

EVALUATION

Your course grade will be determined as follows:

	Method	Points	Dates
Individual Work	Exam 1	200	Monday, Oct 8 th
	Exam 2	200	Wednesday, Dec 5th
	Five Expert Session Quizzes	100	
	Class Participation	100	
Team Work	Group WordPress Website Building & Design Assignment	100	Monday, Oct 1st
	Group Mimic Pro Project	200	Check syllabus
	Group Social Media Tool Presentation	100	
	TOTAL	1000	

Individual Work

1) Exams

Exams will cover chapters in the book, lectures, and class discussions. The exams are closed-book. Do not expect a make-up exam without a University approved excuse. While the exam does not specifically cover information from earlier chapters, the material is cumulative by nature.

2) Class Participation

Attendance is mandatory in this class since your participation is essential for class discussion. You are expected to come to class on time and actively participate in classroom discussions. You are allowed one (1) absence throughout the semester. Class attendance will be randomly checked five (5) times. Absences beyond one (1) will be reflected in your grade.

The success of our course depends on active and lively discussion among both the students and professor. Therefore, attendance and active participation during the semester will determine your class participation grade. The more you actively participate, the more fun and rewarding the class will be for you and everyone else... and the better your grade will be! Quality of comments, questions, etc. is given more weight than quantity.

3) Five Expert Sessions Quizzes

You will be watching FIVE expert lectures throughout the semester. You are required to watch the video and complete the quiz before coming to class. Please download the quizzes and submit the completed quizzes through MyCourse.

Team Work

4) Group WordPress Website Building & Design Assignment

Group WordPress Website Building and Design Assignment is due by midnight, Sept 24th; each team only needs to submit one assignment.

You are currently working for a local small business as a marketing intern. The owner walks in one day and says, "I think we just need a website." You start to sweat because you've never built a website before. The boss says you're in charge and gives you a week to have a simple website online. Have no fear. The following information will help walk you through getting your new website online.

Your WordPress site should include the following:

1. A Homepage
2. One Product/Service Page
3. One Blog Post

Your site will be graded on design (is your design likely to induce conversion?) and SEO (are the homepage and product page keyword-optimized? Is the blog post likely to attract interest?). The design portion will be judged based on the information layout, not aesthetics.

Submit a Word document (one per group) with the following information:

1. The URL of the homepage
2. The URL of the product/service page
3. The URL of the blog post
4. Your primary target for the blog post

5) **Group Social Media Tool Presentation**

Group Social Media Tool Presentation due one day before your presentation

For the Group Social Media Tool Presentation, your group will be assigned to one tool at the beginning of the semester.

There are many tools available to the marketing managers for engaging consumers. It is important that you understand what these tools are, and that you are able to evaluate which tools will be more appropriate for different companies or objectives. The purpose of this task is to increase your awareness and understanding of these tools. *Your group will provide a 15-20 minute PPT (Powerpoint) presentation on one of the selected social media tools.*

Your Presentations should cover the following issues:

1. Show/Describe the tool: How do you use it? How long has it been around? How many users/subscribers are there? Who are they? You may have to use the library (Business Source Complete) to research the tool in order to better understand it from a business, rather than user perspective.
2. User profile: Who primarily uses this social media site? Demographics? Why do users/subscribers use this tool? What do they expect from it?
3. Monetization strategy: How do the owners/developers of the tool make money? What does this mean for the user experience? You can search Business Source Complete or Google the tool and the words monetization or monetization strategy.
4. Marketing benefits/value: How useful is this tool for marketing? Which industries are using it most? Which companies are using it most effectively? For what purpose (trial, awareness, desire, loyalty etc.)? Show examples of successful/effective use of this tool and examples of company failures using this tool for marketing purposes. Which industries might benefit the most from using this social media tool? Which ones might not find it valuable?
5. Marketing risks: What are the risks involved? Could the examples of failures you provided have been avoided? How? What do you think we can learn from them?

6) **Group Mimic Pro Group Project**

A team will complete rounds of an Internet Marketing Simulation called Mimic Pro. Students will learn various internet marketing knowledge such as search engine optimization (SEO), website review, email marketing, and ad campaign. Detailed instructions will be posted on MyCourse.

Below are the criteria for the grade of this projects:

- 1) Each round performance
 - a. Revenue
 - b. Profits
 - c. Conversions
 - d. Reach
 - e. Profit Rank (among your classmates)

TECHNOLOGY IN THE CLASSROOM

Good discussion depends on everyone being attentive and ready to contribute. To avoid distractions and to minimize the impulse to check email etc., set phones on silent or vibrate and put them away. Please keep laptops/electronic notebooks put away as well, unless you want to check something in the readings, and if you do, please resist the urge to connect to the internet while your computer is open.

EXTRA CREDIT OPPORTUNITY

You may have the opportunity to earn up to 15 extra credit points by participating in surveys conducted by faculty as part of their research. Every time you participate in a survey, you will earn three (3) points and you are allowed to participate in up to five (5) surveys. However, it is not guaranteed that 5 surveys will be available. Your participation is voluntary in these surveys and your responses are completely confidential.

POLICY ON ACADEMIC HONESTY AND PROFESSIONALISM

Students are expected to adhere to BU's policy on cheating and plagiarism. Discussions of course concepts among you and your classmates are encouraged. However, all deliverables submitted for this course (presentations, homework, exams, projects) must be uniquely your own (or from team efforts, uniquely your group's work). Any phrase, sentence, or longer material taken from another person's writing must be set off in quotes and properly cited. Any figure, table or other graphic taken from another source must also be cited. Failure to provide proper citations will result in loss of credit.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students needing accommodations to ensure their equitable access and participation in this course should register with Services for Students with Disabilities (SSD) office as soon as they're aware of their need for such arrangements. Please visit the SSD website (www.binghamton.edu/ssd) for more detailed information. The office is located in the University Union, room 119.

COURSE GRADE

Grades are based upon the percentage of points earned divided by the total points possible from the semester. Grades are assigned as followed:

A	95-100%
A-	90-94%
B+	87-89%
B	83-86%
B-	80-82%
C	70-79%
D	60-69%
F	below 60%

Note: Grades are non-negotiable and final grades can only be changed to correct calculation or input errors. If you have questions as to the validity of a grade this must be brought to my attention in writing within one (1) week of the day/date the grade is posted.

Grades WILL NOT be determined by a standard bell curve whereby the majority of the class receives a "C" and the minority receives otherwise. Rather, grades will strictly depend on the number of points accumulated

relative to the total number of points allotted in the course. Your personal/special circumstances are NEVER considered in the calculation of your grades.**Note: All submitted work will be checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing.

CREDIT HOURS AND COURSE EXPECTATIONS

This course is a 4-credit course, which means in addition to scheduled meeting times, students are expected to do at least 9.5 hours of course-related work outside of class each week during the semester. This includes time spent completing assigned readings, participating in the lab session, studying for tests and examinations, preparing group projects and group assignments, and other course related tasks.

LATE OR WRONG SUBMISSIONS

I do NOT accept late submissions. Zero points may be given for late submissions of any assessment items. In addition, 10% of his/her earned points will be deducted for wrong submissions of any assessment items. Occasionally, a student will miss a deadline because of a verifiable prolonged illness or emergency. Such students should meet with me to discuss the illness or emergency and to receive a make-up assignment. In such cases, the make-up assignment will differ from the class assignment.

PROFESSIONAL BEHAVIOR EXPECTATIONS

I will insist the following professional behavior from students in my class:

- 1) Please contact me if you have any questions or concerns regarding any aspect of the course.
- 2) Arrive for class on time, stay for the full class time, and do not walk out in the middle of a lecture
- 3) Please do not engage in side discussions with those seated near you or engage in non-class related conversations during class time
- 4) You should be ready to participate in class discussions
- 5) Please do not use cell phones or any entertainment device during class time
- 6) Surfing the Internet in the class or engaging in any course unrelated activities is not allowed
- 7) Refrain from reading non-class related materials and refrain from sleeping in class
- 8) Conduct yourself in a courteous and professional manner at all times
- 9) If you miss a class, you are responsible for making up for the missed materials. It is not possible for the instructor to repeat the entire class for you during office hours
- 10) There are two kinds of documented emergencies, (1) medical (you are sick), and (2) professional (you have an interview). Attending birthdays, weddings and anniversaries, preparing for interviews, and vacation trips (planned or unplanned) do not count as emergencies. In recognizing religious holidays, the instructor is guided by University policy.
- 11) Under no circumstance will I accept case assignments and group projects through email
- 12) If you have any special condition, please bring it to my attention at the beginning of the semester
- 13) Please do not assume anything; whenever in doubt, seek clarification

PERSONAL DATA SHEETS

Students are required to turn in their personal data sheet. With your background information, these sheets will not only enable me to tailor the classes to your specific expectations but will also help me place your faces (you may provide a copy of your picture instead of the original) with your names.

TENTATIVE COURSE SCHEDULE

Date	TOPICS	Activities/Deadlines
Wednesday 08/22	Chapter 1: Internet Marketing Foundation	Syllabus; Register for Textbook and simulations
Week 1		
Monday 08/27	Chapter 1: Internet Marketing Foundation	
Wednesday 08/29	Chapter 2: Web Design 1	
Week 2		
Monday 09/03	NO CLASS LABOR DAY	
Wednesday 09/05	Chapter 2: Web Design 1;	Expert Session 1: Landing Page
Week 3		
Monday 09/10	NO CLASS; FALL BREAK	
Wednesday 09/12	NO CLASS; TEAM WORK	
Week 4		
Monday 09/17	Chapter 3: Web Analytics 1	Expert Session 2: Keyword Research 101 (George Do)
Wednesday 09/19	NO CLASS ROSH HASHANAH	
Week 5		
Monday 09/24	Chapter 3: Web Analytics 1; TOOL Google Adwords	
Wednesday 09/26	Review: Web Analytics	
Week 6		
Monday 10/01	Chapter 4: On-Site SEO	DUE: Wordpress Website building and Design Assignment
Wednesday 10/03	Chapter 5: Off-Site SEO TOOL Pinterest	
Week 7		
Monday 10/08	EXAM 1	Chapters 1-5
Wednesday 10/10	NO CLASS; ACR CONFERENCE	
Week 8		
Monday 10/15	Mimic Pro Simulation Introduction TOOL 3: Wish - Shopping Made Fun	

Wednesday 10/17	Chapter 6: Paid Search 1	
Week 9		
Monday 10/22	Chapter 6: Paid Search 2 TOOL 4: DOSH	Mimic Pro Simulation Round 1
Wednesday 10/24	Mimic Pro Simulation Review	Expert Session 3: Paid Search Marketing (John Gagnon/Bing)
Week 10		
Monday 10/29	Chapter 7: Display Advertising	
Wednesday 10/31	Chapter 7: Display Advertising TOOL 5: YOUTUBE	Mimic Pro Simulation Round 2
Week 11		
Monday 11/05	Chapter 8: Email Marketing	
Wednesday 11/07	Chapter 9: Social Media 1 TOOL 6: Tumblr	Expert Session 4: Email Marketing in the Digital Age (April Mullen)
Week 12		
Monday 11/12	Chapter 10: Social Media 2	Mimic Pro Simulation Round 3
Wednesday 11/14	Chapter 11: Online Reputation Management	Expert Session 5: Facebook Messenger Marketing (Molly Pittman/Digital Marketer)
Week 13		
Monday 11/19	TEAM WORK	Mimic Pro Simulation Round 4
Wednesday 11/21	NO CLASS THANKSGIVING	
Week 14		
Monday 11/26	TEAM WORK	Mimic Pro Simulation Round 5
Wednesday 11/28	TEAM WORK	Mimic Pro Simulation Round 6
Week 15		
Monday 12/03	NO CLASS PREP FOR EXAM	
Wednesday 12/05	EXAM 2	Chapters 6-11

*The course schedule is subject to change. Changes, if necessary, will be posted on MyCourse.

PERSONAL DATA SHEET

(Purpose: To assist with student familiarization and class preparation)

ATTACH
PHOTO
HERE

Name: _____

Name you prefer to be called: _____

Email: _____

Year in studies: _____ Expected Graduation Date: _____

City, state, and country of origin: _____

Major: _____ Minor: _____

ACADEMIC BACKGROUND: (Including past and current marketing and business courses)

BUSINESS EXPERIENCE: (Including co-op, summer, and current)

WHAT WOULD YOU LIKE TO LEARN FROM THIS COURSE?

HOW DO YOU EXPECT TO BENEFIT FROM THIS COURSE?

IS THERE ANYTHING ELSE I SHOULD KNOW ABOUT YOU?

TEAM ORGANIZATION FORM

Instructions: the class will be divided into groups of approximately 3-4 students. Please fill up this form and turn in at the beginning of third class (Aug 29th). I only need one form for each team.

TEAM FORMATION		
Name	Email Address	Telephone
1.		
2.		
3.		
4.		
5.		
6.		

Selected Social Media Tool:

Social Media Tool Presentation Date: