Introduction to Social Media Marketing
Business 34 Syllabus Section 1287
Instructor: Sal Veas
veas_sal@gapps.smc.edu    http://homepage.smc.edu/veas_sal
310 434 4617   Office: 200A

Please note all dates and deadlines.  
Course begins on Wednesday, April 17  
Course ends on Wednesday, June 5

Wednesdays, 3:45-6:35  
BUS 106

Course Description
This course provides students with an introduction to social media marketing, including social communities, publishing, entertainment, and commerce. Opportunities and limitations of current social media platforms will be examined. The course will emphasize social media's strategic role in traditional marketing, how to build effective social media marketing strategies, and how to track their effectiveness.

Course Objectives
Upon completion of this course the student will be able to:
❖ Describe the scope of social media marketing and identify current and emerging platforms.
❖ Explain how consumers interact socially and its impact on information diffusion.
❖ Identify the methods used to evaluate the effectiveness of social media campaigns.
❖ Identify social media strategies that are appropriately integrated with an overall marketing strategy.
❖ Examine the interrelatedness and convergence of social media platforms with traditional marketing communication techniques and channels.

Learning Outcomes
1. Demonstrate how social media can be strategically integrated into a traditional marketing communications campaign.

2. Identify key issues and trends, such as threats or opportunities, for evolving and emerging social media platforms.

Grades
600 points Exams (3@200 points)
100 points Term Project
300 points Homework
1000 Total possible points
0-599 F, 600-699 D, 700-799 C, 800-899 B, 900+ A

CONTENT
❖ Foundations of Social Media
❖ Marketing Communication and Social Media Strategy
❖ Consumer Behavior in Social Media
❖ Social Media and Marketing Research
❖ Customer Relationship Management
❖ Community Management
❖ Content Creation & Marketing
❖ Social Communities (e.g. social networking websites, message boards, forums, wikis)
❖ Social Publishing (e.g. blogs, media sharing websites: video, photo, music, audio, presentations, document, and bookmark sharing)
❖ Social Entertainment (e.g. social games, gaming websites, socially enabled console games, alternate reality, virtual worlds, and entertainment communities)
❖ Social Commerce (e.g. reviews and ratings, deal websites, deal aggregators, social shopping markets, social storefronts)
❖ Social Media Metrics (e.g. measuring social media success)
❖ Ethics in Social Media Marketing

Chapter 1, Week 1
The Horizontal Revolution

Chapter 2, Week 2
Strategic Planning with Social Media

Chapter 3, Week 3
Social Consumers

Chapter 4, Week 3
Digital Communities

Chapter 5, Week 4
Social Community

Chapter 6, Week 5
Social Publishing

Chapter 7, Week 6
Social Entertainment

Chapter 8, Week 7
Social Commerce

Chapter 9, Week 8
Social Media for Consumer Insight

Chapter 10, Week 8
Social Media Metrics

Course Materials
Social Media Marketing, 1e  
Tuten & Solomon  
Prentice Hall

Hardback  
copy: 0-13-255179-9  
≈$106 at SMC Bookstore

eBook: 978-0-13-255179-3  
≈$42 at CourseSmart.com  
http://www.coursesmart.com/IR/1184723/9780132551816?hdv=6.8
Homework
Each homework assignment is worth 25 points. There are a total of 12 assignments: 4 Critical Thinking, 4 Threaded Discussion assignments, 4 In-Class Exercises. All Critical Thinking assignments must be posted through TurnItIn via the Dropbox, an online writing evaluation service. TurnItIn's OriginalityCheck conducts textual similarity reviews of submitted papers. Please note that TurnItIn does not accuse you of plagiarism; it is only identifying similarity to content in its database for my review.

Critical Thinking responses should be about 2-3 paragraphs long, but no longer than a full page (8 1/2x11)*. Post your file in TurnItIn.

Threaded Discussions must be posted directly in the Threaded Discussion. Think of Discussions as if we were in the classroom chatting about the topic.

In-Class Exercises. There will be various activities assigned during class time. You must be in class and have participated in the activity to earn credit.

Term Project
Working in a group, prepare a client proposal for a social media application using relevant social platforms and tools. Additional details will be given in class.

Exams
May consist of objective questions, short answers, and essays. Each exam is worth 200 points. Your best 3 out of 4 exam scores will count towards your final grade. An optional comprehensive 4th exam will be offered during the final exam schedule. This exam can be used to replace a missed exam or a low score from exams 1, 2, or 3.

Exam 1 is offered ON-LINE
Chapters 1, 2, 3 + Topics TBA
Wk 3, Friday, May 3—Sunday, May 5

Exam 2 is offered ON-LINE
Chapters 4, 5, 6 + Topics TBA
Wk 5, Friday, May 17—Sunday, May 19

Exam 3 is offered ON-LINE
Chapters 7, 8, 9, 10 + Topics TBA
Wk 8, Wed, June 5—Friday, June 7

Exam 4 is offered ON-LINE
Comprehensive: ALL Chapters
Wk 8, Wed, June 5—Friday, June 7

Please read carefully.

Course Policies
❖ This course is on PACIFIC TIME.
❖ You must attend class on Wednesday, April 17 or you WILL be dropped from the course.
❖ All assignments are due stated on this syllabus and the course websites.
❖ All Homework, except In-Class Exercises, can be submitted for partial credit up to the last day of class. Credit will be given as follows: Up to one week late, maximum credit=75%; Beyond 1 week late, maximum credit=50%.
❖ Correspond via email or text rather than phone messages. If your issue is complicated, send me a brief email and alert me that you have left a phone message. (310) 434-4617.
❖ Feel free to contact me via text at (424) 235-4617. This number is for texts only. You must include your name in the text message. I do not save numbers to my contact list, so without a name, I do not respond. For example:
Jones, Mark: Can I use Google apps for my assignment?

❖ Due to student privacy concerns, SMC requires that students use their SMC Google-powered email account (username@student.smcc.edu) for all email communication. I am unable to respond to any other email accounts.
❖ All correspondence via email must include BUS 34 in the subject line and your full name in the body of the email. Any correspondence without this information will most likely not get a response. Once the semester begins, I receive between 50-100 emails a day.
❖ Keep an electronic paper trail of all correspondence. Save all sent email. I will do the same.
❖ General questions should not be emailed. They should be posted on the Threaded Discussion located in the "Course Home" section. I will post a reply, so all students can receive the information. Most questions are shared by other classmates. Everyone will be able to access the information. If your question is personal in nature, please use email. When in doubt, use email.
❖ It is your responsibility to drop the course. Late drops or additions are NOT allowed. No Exceptions!!! Confirm the drop deadlines to avoid a “W” or receive a guaranteed “W” with the admissions office.
❖ Unexcused missed exams will result with a fail (zero points) for that exam.
❖ Because I regard this class as I would any job responsibility, I will hold you to strict standards of timeliness and ethics. In this regard, late work is unacceptable. Any assignment that is not submitted by the due date may receive zero points. With regard to ethical conduct, it is my sincere hope that no student in this class submits work which is not his or her own. Any assignment that is not written solely by the student whose name appears on the submission, will automatically receive a grade of zero (0) for the assignment. Similarly, if a student is determined to have cheated on an exam, the student will receive a score of "0" for the exam.
❖ Any requests for accommodation during the semester for such things as religious holidays or disability must be presented to the instructor in writing (via email) no later than Friday, April 26.
❖ The instructor reserves the right to make changes in this course schedule.
❖ Student Code of Academic Conduct and Reporting Policy applies in this course. See SMC website for additional information.

FAQ
When do classes meet?
This is a hybrid course. On-ground class meetings are scheduled one day a week for 8 weeks. You must be present to participate. Exams will be given online as scheduled. On-line class periods are asynchronous and can be accessed at your convenience.

Are the classes different from "on-campus"? NO. The content is identical. Only the delivery method differs. Your transcript will NOT identify this course as an online class.

Is this method of delivery for everyone?
Absolutely NOT. You must be a self-directed student who can plan their schedules to accommodate the deadlines outlined in the syllabus. It is very easy to fall behind in this course.

Is a hybrid course right for me?
Students who are self-empowered are often successful at surviving the on-line journey and reaching the endpoint of their online course. Students who perform at his or her full potential, has high self-esteem, welcomes change and is willing to assume responsibility, make decisions, and express opinions, are successful online learners.

Additional frequently asked questions are posted on the course website.