

12-47
AP-10/2/12
Info-11/6/12

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: MKTG 445 Social Media Marketing

Instructor(s) of Record: Krish Krishnan, Parimal Bhagat, Lisa Sciulli

Phone: 724-357-2522 Email: KRISHNAN@IUP.EDU

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature]
Signature of Department Designee

09/25/12
Date

Endorsed:

[Signature]
Signature of College Dean

9/25/2012
Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature]
Signature of Committee Co-Chair

10/4/12
Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

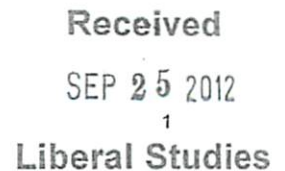
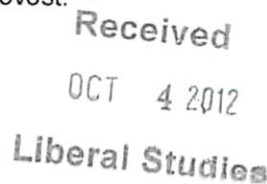
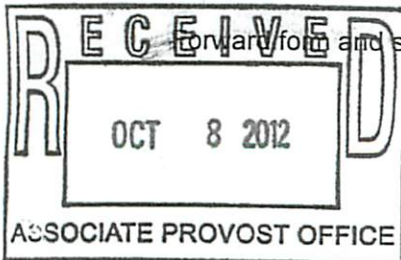
Approved as distance education course

Rejected as distance education course

[Signature]
Signature of Provost

10/10/12
Date

Forward form and supporting materials to Associate Provost.



Undergraduate Distance Education Review Form

Course: MKTG 445 Social Media Marketing
Instructor(s) of Record: Drs. Krishnan, Bhagat, Sciulli
Phone: 724-357-2522 Email: krishnan@iup.edu

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Each of the instructors have developed and taught several online courses over the last five years. The following lists the specific courses taught in the DE format:

Dr. Bhagat – MKTG 420, MKTG 442, LBST 499 and MKTG 603 (hybrid/blended format)

Dr. Krishnan – MKTG 320, MKTG 421, MKTG 439/539 and LBST 499

Dr. Sciulli – MKTG 320, MKTG 420 and MKTG 436.

In addition, each instructor has attended workshops (both introductory and advanced) in Moodle and D2L offered by IUP IT Support Center. Dr. Krishnan has conducted workshops for Eberly College MBA faculty on the use of e-learning software (such as Camtasia, Adobe Presenter) in creating multimedia content for online courses.

Each instructor has a Ph.D. in marketing. The three instructors have team taught this course in the traditional in-class format and have been active in research/consulting projects in this area.

2. How will each objective in the course be met using distance education technologies?

1. Demonstrate an understanding of the key concepts and tools used in social media marketing within an organizational setting.

- Multi-media online lectures on each topic followed by online quizzes (multiple choice and short answer questions) to test comprehension of key concepts and tools.

2. Examine the applications and usages of social media tools in a business environment within a social media marketing context pertaining to aspects of consumer and industrial buying behavior, customer relationship marketing, and advertising and promotion efforts.

- Video cases and practical applications of each of the major social media tools will be presented online; students will write individual case reports commenting on the effective use of the tools in each case and suggestions for improvement.

3. Explore legal and ethical concerns of social media marketing including privacy, accuracy, exploitation, copyright protection, self-regulation, and digital property.

- Ethical dilemma scenarios dealing with above issues will be presented and students will be asked to post their opinions on these using the online discussion forum.
- Students will be asked to use Lexis-Nexis (online legal research database available through IUP Library databases) to identify recent cases dealing with the use of Social Media in marketing and business purposes and post brief summary in a online discussion topic.

4. Propose strategies for integrating social media marketing plans within a marketing framework and suggestions for implementing such ideas in the future.

- Students will select from one of four company/organizational scenarios and prepare and present a social media marketing plan for the organization and submit it in a case report format.

Additional Objectives for MKTG 545 Graduate students:

5. Identify, evaluate, and analyze the social media marketing programs for three major organizations.

- Graduate students will select three companies from the Fortune 500 list; research the social media marketing and programs of these companies; present a critical analysis of their findings in the form of a comparative case report.

6. Demonstrate knowledge of current theoretical and applied research in the field of Social Media Marketing.

- Graduate students will do an extensive literature review on any one of the topics discussed in this course and write a literature review research paper including implications for business and non-profit organization marketing.

3. How will instructor-student and student-student, if applicable, interaction take place?

- Several opportunities for asynchronous interaction will be available to students to interact with faculty using communication tools including, but not limited to, email, online discussions, video cases and detailed feedback on student submissions.
- Synchronous Interactions will be scheduled in D2L using Horizon Wimba or live chatroom tools to ensure instructor-student and student-student interaction and learning are achieved.

4. How will student achievement be evaluated?

- Six online quizzes and two exams will be scheduled online at a pre-determined time. Students will be given a time window of at least 72 hours to complete the timed quiz or exam.
- Five Discussion Forum on contemporary topics in Social Media Marketing will be graded based on the quality of contribution to the discussion.
- Case Assignments specific to topics in the course requiring students to collect and analyze information such as trends and current practices will be evaluated.
- Graduate students will submit a report covering each of the two objectives stated in the syllabus of record (objectives 5 and 6).

5. How will academic honesty for tests and assignments be addressed?

- Each student will be administered a different randomly selected set of questions for each quiz from a test databank created by the course developers.
- Fixed date and time for each quiz/exam and a fixed allotted time for completion for each quiz.
- Quiz/exams contain short answer questions which allow evaluation of depth and sophistication of student understanding of the concept/topic.
- Research papers will be subject to 'plagiarism check' using "Turnitin.com".
- Use of discussion postings in student assessment enhances academic integrity and validity of overall assessment of student accomplishment.

B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

5. Identify, evaluate, and analyze the social media marketing programs for three major organizations.
6. Demonstrate knowledge of current theoretical and applied research in the field of Social Media Marketing.

III. COURSE OUTLINE:

A. INITIATING THE SOCIAL MEDIA PROCESS (10 Hours) (Outcomes 1, 2, 3)

What is Social Media Marketing?

Course Overview

The Scope of Social Media Marketing

How Social Media Works

Tools of Social Media Marketing

Myspace, Facebook, Twitter, Blogs, Youtube, Podcasts, LinkedIn, iTunes, skype,

Ethical Issues

American Marketing Association Code of Ethics

Self-Regulation

Political and Legal Issues

Intellectual Property Protection

Privacy Concerns

Discussion Forum #1: Ethical decision-making in the online context

QUIZ #1

B. DEVELOPING SOCIAL MEDIA MARKETING (9 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

STRATEGIES AND PLANS

Strategic Planning for Social Media Marketing

Marketing and Customer Value

Strategic Planning

Situation and SWOT Analysis

Marketing Planning

Social Media Marketing Audience Engagement Strategies

Entertainment

Business /E-Commerce
Communication Tools
Educating the Audience
Creating Unique Customer Experiences
Marketing Mix -- Product, Place, Promotion, and Price

QUIZ #2

Maximizing Your Social Media Marketing Efforts

Search Engine Optimization (SEO)

Techniques to Optimize your Web Site
Achieving the Highest Search Engine Site Rankings
Sponsored Links
Appealing to Search Engine Spiders

Search Engine Marketing (SEM)

Sponsored Links Advertising Programs
Getting your Social Media Marketing Recognized by Major Search Engines
Marketing your Web Site through Paid "Cost Per Click" (CPC)
Managing Your Keyword Campaign
Paid Listings
Google Adwords

Discussion Forum #2: Best practices for optimizing social media presence

QUIZ #3

Conducting Web Analytics

Marketing Research Process
Marketing Research Objectives
Exploratory, Descriptive, and Causal Research
Research Plan
Methods of Data Collection
Web Analytic Tools
Sampling Procedures
Measuring Marketing Productivity
Forecasting Demand

EXAM #1

- C. IDENTIFYING MARKET SEGMENTS AND TARGETS (10 Hours) (Outcomes 1, 2, 3, 4, 5, 6)**

Analyzing Online Consumer Markets

What Influences Online Behavior
Psychological and Sociocultural Factors
Reference Groups and Social Class
Consumer Decision Making Process
Types of Consumer Buying Decisions
Identifying Market Segments and Targets
Levels and Types of Market Segmentation Variables
Target Marketing for Today and the Future

CASE ASSIGNMENT # 1 “Google”

Analyzing Online Business Market Opportunities

Participants in the Business Buying Process
Nature and Size of Organizational Markets
Purchasing/Procurement Process
Characteristics of Organizational Buying Behavior
Types of Organizational Buying

Discussion Forum #3: Segmenting, targeting and positioning for social media

QUIZ #4

D. CREATING A SOCIAL MEDIA PRESENCE (8 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

Building a Social Media Identity

Fostering a Social Media Following
Measuring Audience Response
Developing Relationships with your Audience
Differentiating Yourself from Competitors
Anticipating the Future of Social Media

Social Networking Applications

Online Human Conversation and Interaction
Mobile Marketing
Social Networking Sites
Virtual Lives
Gaming

QUIZ #5

Social Media Marketing Business Applications

Fostering an Organizational Image
Internal and External Stakeholders
Human Resource Management
Suppliers and Creditors
Client Prospecting Tools
Customer Relationship Marketing
Regulatory Constraints
Public Interest Groups

Marketing Channels and Value Networks

Channel Structure and Organization
Channel Relationships and Integration
Horizontal and Vertical Marketing Systems
Retail Storefronts

Discussion Forum #4: Creating Value Networks across Social Media sites

QUIZ # 6

Developing Social Media Promotional Strategies and Programs

Developing Effective Communication
Communication Objectives
Developing and Managing Promotion Programs
Utilizing Promotion Mix – Advertising, Personal Selling, Public Relations,
Direct Marketing, and Sales Promotions
Guerilla Marketing
Budget Strategies and Measuring Effectiveness
Cost and Profit Calculations
Reach, Frequency, CPC, and CPM

**CASE ASSIGNMENT #2 “Facebook”
(GRADUATE STUDENTS ONLY) RESEARCH PAPER DUE**

Utilizing Traditional Media Types and Vehicles

Television, Radio, Outdoor, Magazines, and Newspapers
Product Placement
Sponsorships
Social Cause Marketing
Publicity
Word-of-Mouth

Discussion Forum #5: Social Media Marketing Communications Mix

GROUP PRESENTATIONS (5 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

FINAL EXAM (According to the IUP final exam schedule) (2 Hours)

IV. EVALUATION METHODS:

Your grade will reflect your performance regarding successful completion of assigned case analysis and online discussion, quizzes and exams. As such, the following tasks are required and described below:

1. Complete six quizzes during the semester. Each quiz will consist of multiple choice questions pertaining to class discussions and assigned readings. (Individual Activity)
2. Complete two online case discussions and analyses. Students will provide their perspectives and opinions of assigned cases as they pertain to class discussions. This will engage students in an atmosphere where reflective and diverse thoughts are encouraged. Each student will submit written answers for each case (approximately two pages in length) for grading. (Individual Activity)
3. Complete two scheduled exams. Each exam will consist of multiple choice type and short answer questions pertaining to class discussions and assigned readings. (Individual Activity)
4. Participate in five online discussion forums with an original post on the topic and subsequent constructive comments on the posts of other students. (Individual Activity)

MKTG 545 Graduate Students

In addition to the above:

5. Graduate students are to complete a research paper by the end of the semester. Each graduate student will author a major research paper that will identify, evaluate, and analyze the social media marketing practices for three major organizations based upon the theories and models discussed in class. The critical analysis will include at a minimum a situation analysis, mission statement, marketing objectives and strategies, and social media marketing programs for each organization. (Individual Activity)

GRADING POLICY IS AS FOLLOWS:

MKTG 445 (Undergraduate Students)

QUIZZES (Six Quizzes) (Six Quizzes / 5% each)	30%
CASE DISCUSSIONS (Two Cases) (Two Cases / 10% each)	20%

EXAMS (Two Exams) 30%
(Two Exams / 15% each)

DISCUSSION FORUM (5) 20%
(Five discussions/4% each)

TOTAL GRADE 100%

MKTG 545 (Graduate Students)

QUIZZES (Six Quizzes) 30%
(Six Quizzes / 5% each)

CASE DISCUSSIONS (Two Cases) 10%
(Two Cases / 5% each)

EXAMS (Two Exams) 30%
(Two Exams / 15% each)

RESEARCH PAPER (One Research Paper) 20%
(Research Paper / 20%)

DISCUSSION FORUM 10%

TOTAL GRADE 100%

V. GRADING SCALE:

Sample grading scale:

MKTG 445: A: $\geq 90\%$ B = 80-89% C = 70-79% D = 60-69% F <60%

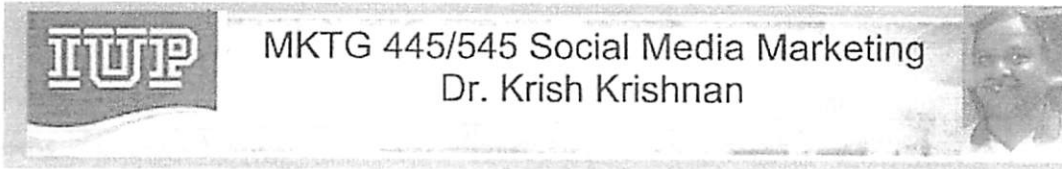
MKTG 545: A: $\geq 90\%$ B = 80-89% C = 70-79% F <70%

VI. ATTENDANCE POLICY:

Active and regular online participation (checking the home page for announcements, participation in online discussions, viewing content, etc.) is expected for all students. Timely submission of assessment items is required to receive a grade.

VII. ADDITIONAL INFORMATION:

A high-speed internet connection with a PC with sound capabilities is required. To view video case studies and powerpoint presentations, Windows Media Player or equivalent software is required on your PC in addition to Microsoft Office applications. Computers must be equipped with latest version of Flash Player, Internet Explorer, Adobe PDF Reader and Microsoft Word and PowerPoint.



Welcome to the Spring 2013 Online “Social Media Marketing Course”
For all course related communications please use email me at:

Prof.KrishKrishnan@Gmail.Com

[I use the above email exclusively for this course and prefer this over my IUP email for this course]

± [MKTG 445-545 Social Media Marketing Course Syllabus](#)
[Please print a copy of the syllabus and go through the course details including grading system]

± [Course News & Tips](#)

.....
[Lesson#2]

1 Tools of Social Media Marketing

1.1 Multimedia PowerPoint lecture (25 Minutes)

[Take notes on the lecture using the handout below]

1.2 PowerPoint Handout for the lecture

1.3 Slide Show: Facebook Marketing Basics

<http://www.slideshare.net/dotjenna/facebook-marketing-basics>

2 Details of major social media tools

2.1 Facebook

2.2 Twitter

2.2.1 Case: How Apple Uses Twitter for iBooks

3 Discussion Post#1:

Based on your analysis of the Apple – Twitter campaign for iBooks, comment on why you feel that this campaign would be successful or fail to meet its objectives. What suggestions would you give to improve this campaign. Use the framework presented in Lesson#1 to frame your comments.

[You can make a original post or comment on a earlier post]

4 Quiz#1 – 25 multiple choice questions based on the lecture, text chapter and other readings in this lesson

B6. Miscellaneous None

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		10-50	AP-3/1/11	App-4/19/11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Lisa M. Sciulli	Email Address sciulli@iup.edu
Proposing Department/Unit Marketing	Phone 724-357-5774

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion

Course Revision Course Number and/or Title Change Catalog Description Change

Current Course prefix, number and full title

Proposed course prefix, number and full title, if changing
MKTG 445 / 545 Social Media Marketing
(Proposal for creating New Dual Level course)

2. Additional Course Designations: check if appropriate

This course is also proposed as a Liberal Studies Course. Other: (e.g., Women's Studies, Pan-African)

This course is also proposed as an Honors College Course.

3. Program Proposals

New Degree Program Program Title Change Program Revision

New Minor Program New Track Other

Current program name

Proposed program name, if changing

4. Approvals		Date
Department Curriculum Committee Chair(s)	<i>Jayranjee</i>	12/03/10
Department Chair(s)	<i>Thoman</i> FOR DR. BRIGHT	12/3/2010
College Curriculum Committee Chair	<i>[Signature]</i>	12/3/10
College Dean	<i>Paul Conroy</i>	12/6/2010
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	<i>Gail Schmitt</i>	3-29-11

Received

Received

FEB 16 2011

DEC 1 2010

Liberal Studies

orig. to grad. school 4-4-11

B. Proposal Format and Content

B1. Graduate Curriculum Authorization Form (Appendix D)

Attached as cover page.

B2. Course Description and Particulars

a. Attachments:

- i. **Course Syllabus:** Attached
- ii. **Bibliography:** Provided in the attached syllabus of record

- b. **Rationale:** Social Media Marketing has become an important component of an organization's integrated marketing communications plans. Social Marketing practices have evolved as essential interactive tools for an organization's communicative platform in the marketplace. Inclusion of this course within a curriculum will better prepare students for a marketing career. This course will be one of the electives for the Marketing Concentration part of the MBA program. The course will require a basic undergraduate level Principles of Marketing course as a prerequisite. The four hundred level of the course will be offered as an elective for undergraduate marketing majors. The course will require the graduate core course in marketing as its prerequisite (MKTG 603 Marketing Management).

c. Other courses or programs:

- (i) The course content will not overlap with any course offered by other departments.
- (ii) No other department is planning to use this course as a requirement or elective.

- d. **Variable credit:** This course will be not offered on a variable credit

- e. **Teaching Plans:** It will be primarily a lecture-based course and will be taught by one instructor.

- f. **Special Topics:** This course is planned to be offered as a dual level Special Topics class this upcoming Spring 2011 Semester. MKTG 481/581 Special Topics: Social Media Marketing. Enrollment is anticipated to be approximately 25 undergraduate and 10 graduate students.

- g. **Comparisons:** Attached

- h. **Standards:** The Association to Advance Collegiate Schools of Business – International (AACSB) recommends, but does not require, this course in its accreditation standards.

B3. Implementation

- a. **Resources:** The corresponding proposed undergraduate course may be offered once a year. The dual level course will follow the same pattern without impacting any resource issue. This elective will be rotated with the other electives in the program and thereby not require any additional resources.
- b. **Frequency:** The course will be offered once a year as a dual level course.
- c. **Enrollment:** About 35 students. There are not additional constraints on class size.

B4. Catalog Description

Attached

B5. Logistics

- a. **START TERM:** Fall 2011
- b. The registrars office has confirmed that the course number is available.
- c. CIP code is 999999.
- d. **CATALOG TERM** is Fall 2011.

SYLLABUS OF RECORD

MKTG 445: Social Media Marketing 3 class hours, 0 lab hours, 3 credits (3c-0l-3cr)

MKTG 545: Social Media Marketing 3 class hours, 0 lab hours, 3 credits (3c-0l-3cr)

Prerequisites: MKTG 320 or equivalent

I. CATALOG DESCRIPTION:

Prerequisite: MKTG 445: MKTG 320 Principles of Marketing
MKTG 545: MKTG 603 Marketing Management

Explores the online marketing activities, practices, and interactions of individuals and organizations using conversational electronic media. Assorted social media interactive networking tools and applications will be examined. Students will study and develop social media marketing programs.

II. COURSE OUTCOMES:

Upon completion of the course students will be able to:

1. **Demonstrate an understanding of the key concepts and tools used in social media marketing within an organizational setting.**
2. **Examine the applications and usages of social media tools in a business environment within a social media marketing context pertaining to aspects of consumer and industrial buying behavior, customer relationship marketing, and advertising and promotion efforts.**
3. **Explore legal and ethical concerns of social media marketing including privacy, accuracy, exploitation, copyright protection, self-regulation, and digital property.**
4. **Propose strategies for integrating social media marketing plans within a marketing framework and suggestions for implementing such ideas in the future.**

The primary course outcomes will be achieved through lectures, assigned readings, quizzes, case analysis, exams, and a group project. These outcomes will be integrated throughout the course as described in the course outline and evaluation methods provided below.

In addition to the above, MKTG 545 Graduate Students will be able to:

5. **Identify, evaluate, and analyze the social media marketing programs for three major organizations.**
6. **Demonstrate knowledge of current theoretical and applied research in the field of Social Media Marketing.**

III. COURSE OUTLINE:

A. INITIATING THE SOCIAL MEDIA PROCESS (10 Hours) (Outcomes 1, 2, 3)

What is Social Media Marketing?

Course Overview
 The Scope of Social Media Marketing
 How Social Media Works

Tools of Social Media Marketing

Myspace, Facebook, Twitter, Blogs, Youtube, Podcasts, LinkedIn, iTunes, skype, etc.

Ethical Issues

American Marketing Association Code of Ethics
 Self-Regulation
 Political and Legal Issues
 Intellectual Property Protection
 Privacy Concerns

QUIZ #1

B. DEVELOPING SOCIAL MEDIA MARKETING (9 Hours) (Outcomes 1, 2, 3, 4, 5, 6) STRATEGIES AND PLANS

Strategic Planning for Social Media Marketing

Marketing and Customer Value
 Strategic Planning
 Situation and SWOT Analysis
 Marketing Planning

Social Media Marketing Audience Engagement Strategies

Entertainment
 Business /E-Commerce
 Communication Tools
 Educating the Audience
 Creating Unique Customer Experiences
 Marketing Mix -- Product, Place, Promotion, and Price

EXAMINATION #1

Maximizing Your Social Media Marketing Efforts

Search Engine Optimization (SEO)

Techniques to Optimize your Web Site
Achieving the Highest Search Engine Site Rankings
Sponsored Links
Appealing to Search Engine Spiders

Search Engine Marketing (SEM)

Sponsored Links Advertising Programs
Getting your Social Media Marketing Recognized by Major Search Engines
Marketing your Web Site through Paid “Cost Per Click” (CPC)
Managing Your Keyword Campaign
Paid Listings
Google Adwords

QUIZ #2

Conducting Web Analytics

Marketing Research Process
Marketing Research Objectives
Exploratory, Descriptive, and Causal Research
Research Plan
Methods of Data Collection
Web Analytic Tools
Sampling Procedures
Measuring Marketing Productivity
Forecasting Demand

EXAMINATION #2

C. IDENTIFYING MARKET SEGMENTS (10 Hours) (Outcomes 1, 2, 3, 4, 5, 6) AND TARGETS

Analyzing Online Consumer Markets

What Influences Online Behavior
Psychological and Sociocultural Factors
Reference Groups and Social Class
Consumer Decision Making Process
Types of Consumer Buying Decisions
Identifying Market Segments and Targets

Levels and Types of Market Segmentation Variables
Target Marketing for Today and the Future

CASE # 1 “Google”

Analyzing Online Business Market Opportunities

Participants in the Business Buying Process
Nature and Size of Organizational Markets
Purchasing/Procurement Process
Characteristics of Organizational Buying Behavior
Types of Organizational Buying

QUIZ #3

D. CREATING A SOCIAL MEDIA PRESENCE (8 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

Building a Social Media Identity

Fostering a Social Media Following
Measuring Audience Response
Developing Relationships with your Audience
Differentiating Yourself from Competitors
Anticipating the Future of Social Media

Social Networking Applications

Online Human Conversation and Interaction
Mobile Marketing
Social Networking Sites
Virtual Lives
Gaming

EXAMINATION #3

Social Media Marketing Business Applications

Fostering an Organizational Image
Internal and External Stakeholders
Human Resource Management
Suppliers and Creditors
Client Prospecting Tools
Customer Relationship Marketing
Regulatory Constraints
Public Interest Groups

Marketing Channels and Value Networks

Channel Structure and Organization
Channel Relationships and Integration
Horizontal and Vertical Marketing Systems
Retail Storefronts

QUIZ # 4

Developing Social Media Promotional Strategies and Programs

Developing Effective Communication
Communication Objectives
Developing and Managing Promotion Programs
Utilizing Promotion Mix – Advertising, Personal Selling, Public Relations,
Direct Marketing, and Sales Promotions
Guerilla Marketing
Budget Strategies and Measuring Effectiveness
Cost and Profit Calculations
Reach, Frequency, CPC, and CPM

CASE #2 “Facebook”

Utilizing Traditional Media Types and Vehicles

Television, Radio, Outdoor, Magazines, and Newspapers
Product Placement
Sponsorships
Social Cause Marketing
Publicity
Word-of-Mouth

GROUP PRESENTATIONS (5 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

FINAL EXAM (According to the IUP final exam schedule)

IV. EVALUATION METHODS:

Your grade will reflect your performance regarding successful completion of assigned case analysis and discussion questions, quizzes, exams, and a group social media project. The group social media marketing project will be comprised of a comprehensive social media marketing campaign and paper designed and presented by the students encompassing subject matter discussed throughout the course. As such, the following tasks are required and described below:

1. Complete four quizzes during the semester. Each quiz will consist of multiple choice questions pertaining to class discussions and assigned readings. (Individual Activity)
2. Complete two case discussions and analyses. Students will provide their perspectives and opinions of assigned cases as they pertain to class discussions. This will engage students in an atmosphere where reflective and diverse thoughts are encouraged. Each student will submit written answers for each case (approximately two pages in length) for grading. (Individual Activity)
3. Complete four scheduled exams. Three exams will be held during the semester and a fourth final exam week. Each test will consist of multiple choice type and short answer questions pertaining to class discussions and assigned readings. (Individual Activity)
4. Complete a social media marketing group project including a campaign and paper. Students will present work in class. (Group Activity)

MKTG 545 Graduate Students

In addition to the above:

5. Graduate students are to complete a research paper by the end of the semester. Each graduate student will author a major research paper that will identify, evaluate, and analyze the social media marketing practices for three major organizations based upon the theories and models discussed in class. The critical analysis will include at a minimum a situation analysis, mission statement, marketing objectives and strategies, and social media marketing programs for each organization. (Individual Activity)

GRADING POLICY IS AS FOLLOWS:

MKTG 445 (Undergraduate Students)

QUIZZES (Four Quizzes) (Four Quizzes / 5% each)	20%
CASE DISCUSSIONS (Two Cases) (Two Cases / 10% each)	20%

EXAMS (Four Exams) (Four Exams / 10% each)	40%
GROUP PROJECT (One Group Project) (Group Project / 15%)	15%
CLASS ATTENDANCE / PARTICIPATION	<u>5%</u>

TOTAL GRADE 100%

MKTG 545 (Graduate Students)

QUIZZES (Four Quizzes) (Four Quizzes / 5% each)	20%
CASE DISCUSSIONS (Two Cases) (Two Cases / 5% each)	10%
EXAMS (Four Exams) (Four Exams / 10% each)	40%
GROUP PROJECT (One Group Project) (Group Project / 10%)	10%
RESEARCH PAPER (One Research Paper) (Research Paper / 15%)	15%
CLASS ATTENDANCE / PARTICIPATION	<u>5%</u>

TOTAL GRADE 100%

V. GRADING SCALE:

Sample grading scale:

MKTG 445: A: $\geq 90\%$ B = 80-89% C = 70-79% D = 60-69% F <60%

MKTG 545: A: $\geq 90\%$ B = 80-89% C = 70-79% F <70%

VI. ATTENDANCE POLICY:

Although there is no formal attendance requirement policy for this class, regular attendance and participation in class discussion and exercises is critical for achieving course objectives. Class participation will be strongly encouraged. Ideas, thoughts, and opinions presented by the student during class discussions will be the primary basis for this grade. Students will reflect on various perspectives and provide critical thinking regarding relevant issues for class discussions.

VII. REQUIRED TEXTBOOK:

Reece, Monique, Real-Time Marketing for Business Growth: How to Use Social Media, Measure Marketing, and Create a Culture of Execution, Pearson Higher Education, 2010.

VIII. SPECIAL RESOURCE REQUIREMENTS:

Classroom must be equipped with Internet access and display capabilities for the instructor. Students must have access to a high speed Internet connection for two hours per week outside of class hours.

IX. Bibliography:Books:

Agresta, Stephanie, Bough, B. Bonin, and Miletsky, Jason, Perspectives on Social Media Marketing, Cengage Learning, 2011.

Arens, W., Contemporary Advertising, McGraw-Hill/Irwin, 2011.

Atkinson, Cliff, Backchannel. The: How Audiences are Using Twitter and Social Media and Changing Presentations Forever, Pearson Higher Education, 2010.

Berman, Barry and Evans Joel, Retail Management: A Strategic Approach, Prentice Hall, Inc. 2010.

Borges, Bernie, Marketing 2.0: Bridging the Gap Between Seller and Buyer Through Social Media Marketing, self published, 2009.

Creeber, Glen and Royston, Martin, Digital Culture: Understanding New Media, McGraw Hill-Irwin, 2008.

Evans, Liana, Social Media Marketing: Strategies for Engaging in Facebook, Twitter, and Other Social Media, Pearson Higher Education, 2010.

Holzner, Steve, Facebook Marketing: Leverage Social Media To Grow Your Business, Que Publishing, 2009.

Kotler, Philip and Armstrong, Gary, Principles of Marketing, Prentice Hall, 2009.

Manning G. and Reece, B., Selling Today: Creating Customer Value, Prentice Hall, 2010.

Moriarty, S., Mitchell, N. and Wells, Advertising Principles and Practices, Prentice Hall, Inc., 2009.

Morris, Tee, All A Twitter: A Personal and Professional Guide to Social Networking with Twitter, Pearson Education Inc., 2010.

Postman, Joel, SocialCorp: Social Media Goes Corporate, Pearson Education, Inc., 2009.

Qualman, Erik, Socialnomics: How Social Media Transforms The Way We Live and Do Business, John Wiley and Sons, Inc., 2009.

Safko, Lon and Brake, David, K., The Social Media Bible: Tactics, Tools, and Strategies for Business Success, John Wiley & Sons, Inc., 2009.

Shih, Clara, The Facebook Era: Taping Online Social Networks to Build Better Products, Reach New Audiences and Sell More Stuff, Prentice Hall, 2009.

Shimp, T., Advertising and Promotion, and Other Aspects of Integrated Marketing Communications, Cengage Learning, 2010.

Turner, Jamie and Shah, Resham, How To Make Money With Social Media, Pearson Education, Inc. 2011.

Zikmund, William, Exploring Marketing Research, Cengage Learning, 2010.

Journal Articles:

Fauz, G., "Consumer Generated Media," *Brand Strategy*, May, 38-39, 2006.

Gabriel, Yiannis and Lang, Tim, "New Faces and New Masks of Today's Consumer", *Journal of Consumer Culture*, 8, 3, 321-340, 2008.

Imogen, Tyler, "From the Me Decade to the Me Millennium", *International Journal of Cultural Studies*, Sept, 10, 3, 343-363, 2007.

Johnson, Michael, Herrmann, Andreas, and Huber, Frank, "The Evolution of Loyalty Intentions," *Journal of Marketing*, Volume 70, 2, 2006.

Kaplan, A. and Haenlein, M., "Consumers, Companies, and Virtual Social Worlds," *Advances in Consumer Research*, 36, 1, 873-874, 2009.

Kaplan, Andreas and Haenlein, Michael, "Users of the World Unite! The challenges and Opportunities of Social Media", *Business Horizons*, 53, 59-68, 2010.

Mangold, W. Glynn and Faulds, Davis, "Social Media: The New Hybrid Element of the Promotion Mix", *Business Horizons*, 52, 357-365, 2009.

Mayzlin, D., "Promotional Chat on the Internet," *Marketing Science*, 25, 2, 155-163, 2006.

Muniz, A. and Schau, H., "Vigilante marketing and Consumer Created Communications," *Journal of Advertising*, 36, 3, 35-50, 2007.

Sing, T., Vernon-Jackson, L., and Cullinane, J., "Blogging: A New Play in Your Marketing Game Plan," *Business Horizons*, 51, 4, 281-292. 2008.

Course Analysis Questionnaire

A. Details of the Course

- A1. This course will serve as a controlled elective for students in the BS in Marketing Program and the 500 level will serve as one of the electives in the Marketing Concentration of the MBA Program. This course is not intended to be a Liberal Studies course.**
- A2. This course does not require changes in any other course in the department.**
- A3. This course is planned to be offered as a dual level Special Topics class this upcoming Spring 2011 Semester. MKTG 481/581 Special Topics: Social Media Marketing. Enrollment is anticipated to be approximately 25 undergraduate and 10 graduate students.**
- A4. This course is intended to be dual level.**
- A5. This course is not to be taken for variable credit.**
- A6. Similar courses are offered at the following institutions, among others:
(See attachments)**
 - Boston University, Boston, MA**
 - Stanford University, Stanford, CA**
 - University of San Francisco, CA**
- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course. However, due to the increasing importance of Social Media Marketing, accredited undergraduate marketing and graduate MBA programs are beginning to offer similar elective courses.**

B. Interdisciplinary Implications

- B1. This course will be taught by one instructor.**
- B2. The content of this course does not overlap with any other at the University.**
- B3. This course is not cross-listed.**
- B4. Necessary seats will be reserved for students from School of Continuing Education upon their request.**

C. Implementation

- C1. No new faculty member is required to teach this course. This course will be counted as one preparation and three hours of equated workload.**
- C2. Other resources:**
 - a. Current space allocations are adequate to offer this course.**
 - b. Classroom with need equipment and Internet Connectivity available.**
 - c. No laboratory supplies are necessary for this course.**
 - d. Library holdings and internet based research sources are adequate.**
 - e. No travel funds are needed for this course.**
- C3. No grant funds are necessary to provide supplementary materials.**
- C4. This course will be offered every other semester.**
- C5. One section will be offered at a time.**
- C6. Up to 35 students can be accommodated in this class.**
- C7. No professional society recommends enrollment limits or parameters for this course.**

D. Miscellaneous

No additional information is necessary.