

CLASS NUMBER AND NAME:

**HMN150B – Social Media Marketing**

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

NONE

TEXTS AND MATERIALS:

*Social Media Marketing*, Tracy L. Tuten & Michael R. Solomon, 2018, SAGE Publications Inc., Los Angeles, CA. ISBN: 978-1-5264-2387-0

CLASS DESCRIPTION:

A thorough discussion of what are social media, changing technologies, the Social Media Value Chain, major zones associated with social media, and how these make up the channels, modes, and vehicles for social media participation. Students will examine the objectives of social media marketing and how these can be incorporated into a marketing mix for any organization. The class will examine current social technographics to determine marketing strategies and tactics in a highly competitive marketplace, particularly in services marketing.

CLASS OBJECTIVES:

This class provides an overview of the world of Social Media Marketing in an ever-changing technology environment. This brief introduction is meant to acquaint students to the world of social media marketing, particularly in services marketing, from the viewpoint of the marketer versus the user.

CLASS FORMAT OVERVIEW:

This class is a combination of lecture and student participation.

REQUIREMENTS:

Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION:

Each topic will be discussed thoroughly and will be supplemented with written materials. Class work and homework will be assigned to engage the student.

ATTENDANCE:

It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

**80% attendance is mandatory**  
**90% or above is mandatory for those who are in a full program and qualify for the internship**

It will be the student's responsibility to learn of any assignments given in class when absent.

**TESTING:**

A final exam will be given during the sixth week of the module. All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class.

**LATE TESTING:**

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

**GRADING POLICIES:**

Complete all assignments with at least 60% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

- |                                 |     |
|---------------------------------|-----|
| 1. Exam                         | 30% |
| 2. Assignments                  | 50% |
| 3. Attendance and participation | 20% |

- |         |   |
|---------|---|
| 90-100% | A |
| 80-89%  | B |
| 70-79%  | C |
| 60-69%  | D |
| 0-59%   | F |

**ANTICIPATED LEARNING OUTCOMES:**

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of marketing, strategic planning for competitive advantage, ethics and social responsibility with an emphasis on the social media marketing environment.
2. Demonstrate an understanding consumer decision making particularly through Social Technographics.
3. Demonstrate an understanding segmenting and targeting markets using social media zones and other facets of social media marketing
4. Demonstrate an understanding of applying strategic planning to the choice of social media, segmenting with the knowledge of Technographics, and other segmenting parameters.
5. Demonstrate an understanding of customer relationship marketing as it relates to social media content marketing.

## Social Media Marketing

### Marketing class schedule

Week	Reading	Internet	Class discussions	Homework
One	Part I Chapters 1-2-3	Internet sites will be researched and presented in class after the first week within the parameters determined by the instructor.	*Overview of Marketing *Strategic Planning for Competitive Advantage *The Marketing Environment with Social Media *Social Media Marketing Terminology *Five P's of marketing, or more *Social Consumers *Network structure and Group Influences in Social Media	Case studies are assigned each week by the instructor for preparation and presentation in class the following week. Case study 1 for week two will be provided in class during week one.
Two		<a href="https://youtu.be/Z28al_fsW40">https://youtu.be/Z28al_fsW40</a>  See the attached page for video selections, assignment to be discussed in class.		Case Study 2 will be provided for discussion and presentation during week three.
Three	Part II Chapters 4 - 5	<a href="https://youtu.be/4ZwC8xhuKRc">https://youtu.be/4ZwC8xhuKRc</a>  See the attached page for video selections, assignment to be discussed in class.	*Social Media Marketing Strategy *Tactical Planning and Execution	Case Study 3 will be provided for discussion and presentation during week four.
Four		<a href="https://youtu.be/jiXMoWxxAyk">https://youtu.be/jiXMoWxxAyk</a>  See the attached page for video selections, assignment to be discussed in class.		Case Study 4 will be provided for discussion and presentation during week five.
Five	Part III Chapters 6-7-8-9	See the attached page for video selections, assignment to be	*The Four Zones of Social Media *The Social Community	Case Study 5 will be provided for discussion and presentation during

		discussed in class.	*Social Publishing *Social Entertainment *Social Commerce	week six.
Six	Part IV Chapter 10-11	<a href="https://youtu.be/8SnOx8GhfU">https://youtu.be/8SnOx8GhfU</a>  See the attached page for video selections, assignment to be discussed in class.	*Social Media Analytics *Social Media Metrics	Final Project: Social Media Marketing Plan (see text)

## Author-Selected YouTube Video Playlist on Key SMM Topics

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Instructor Resource  
Tuten, *Social Media Marketing*  
SAGE Publishing, 2018

### Zone 1 → Social Community

1. Ted Talk by Seth Godin, *The Tribes We Lead* [length 17 m 23 s].

Seth Godin argues the Internet has ended mass marketing and revived a human social unit from the distant past: tribes. Founded on shared ideas and values, tribes give ordinary people the power to lead and make big change. He urges us to do so.

<https://www.youtube.com/watch?v=uQGYr9bnktw&index=1&list=PL2793538D64564002>

2. The Facebook business guide examples of how big business such as Redbull, Wikihow, and Adidas are using Facebook as part of their social media strategy [length 9 m].

<https://www.youtube.com/watch?v=hZoK0BEUnWo&index=2&list=PL2793538D64564002>

3. O’Rilley Webcast: Twitter for Business

<https://www.youtube.com/watch?v=IUR2E8I3bi8&index=3&list=PL2793538D64564002>

4. O’Rilley Webcast: Creating Facebook Apps: A Beginner’s Guide

<https://www.youtube.com/watch?v=Dr17OHBhFz4&index=4&list=PL2793538D64564002>

5. Web 2.0 Summit 08: Tony Hseih (Zappos.com)

<https://www.youtube.com/watch?v=JQ2DmNk3YjQ&index=5&list=PL2793538D64564002>

6. Social Networking in Plain English  
[https://www.youtube.com/watch?v=6a\\_KF7TYKVc&index=6&list=PL2793538D64564002](https://www.youtube.com/watch?v=6a_KF7TYKVc&index=6&list=PL2793538D64564002)
7. Danone Activia Social Media Case Study  
<https://www.youtube.com/watch?v=cWXesLRnggw&index=7&list=PL2793538D64564002>
8. Social Media Marketing Case Study: Heineken International, Know the Signs  
<https://www.youtube.com/watch?v=WoRrDfVVKl0&index=8&list=PL2793538D64564002>
9. Social Media Case Study: KLM Surprise  
<https://www.youtube.com/watch?v=p7TcSfiUDSQ&index=9&list=PL2793538D64564002>
10. Twitter in Plain English  
<https://www.youtube.com/watch?v=ddO9idmax0o&index=10&list=PL2793538D64564002>
11. Rick Astley at the Macy's Thanksgiving Day Parade  
<https://www.youtube.com/watch?v=JAPLip-FMyE&index=11&list=PL2793538D64564002>
12. Nicholas Christakis: The Hidden Influence of Social Media  
<https://www.youtube.com/watch?v=2U-tOghblfE&index=12&list=PL2793538D64564002>
13. Social Media Video 2013  
<https://www.youtube.com/watch?v=QUCfFcchw1w&index=13&list=PL2793538D64564002>
14. Luis von Ahn: Massive-Scale Online Collaboration <https://www.youtube.com/watch?v=-Ht4qiDRZE8&index=14&list=PL2793538D64564002>
15. Facebook Ad Campaign for BVCC Expo (Case Study)  
<https://www.youtube.com/watch?v=-Uscy2vPW0&index=15&list=PL2793538D64564002>
16. M/C/C Case Study – Chuck E. Cheese's Becomes Top 50 Social Media Restaurant in Two Years

<https://www.youtube.com/watch?v=PB5oKM9nPXM&index=16&list=PL2793538D64564002>

### *Strategic Foundations of SMM*

1. Domino's Pizza Turnaround

<https://www.youtube.com/watch?v=AH5R56jILag&list=PL4A9A7C9A7E0F2A46&index=1>

2. Social Media Revolution 2

<https://www.youtube.com/watch?v=IFZ0z5Fm-Ng&list=PL4A9A7C9A7E0F2A46&index=2>

3. Social Media – Robert Tercek and the “Information Tsunami”

<https://www.youtube.com/watch?v=PnXdZ3wbwVQ&list=PL4A9A7C9A7E0F2A46&index=3>

4. Old Spice Social Media Campaign

<https://www.youtube.com/watch?v=LxML5Pcrphw&list=PL4A9A7C9A7E0F2A46&index=4>

5. Elizabeth Gilbert: Your Elusive Creative Genius

<https://www.youtube.com/watch?v=86x-utz0MA&index=6&list=PL4A9A7C9A7E0F2A46>

6. G-Male

<https://www.youtube.com/watch?v=dx-cX7W03RI&index=7&list=PL4A9A7C9A7E0F2A46>

7. Sasquatsh Music Festival 2009: Guy Starts Dance Party

<https://www.youtube.com/watch?v=GA8z7f7a2Pk&index=8&list=PL4A9A7C9A7E0F2A46>

8. Social Media in Plain English

<https://www.youtube.com/watch?v=MpIOCIX1jPE&index=9&list=PL4A9A7C9A7E0F2A46>

9. Top Ten Social Media Disasters 2011

<https://www.youtube.com/watch?v=hsYMFSR9CUQ&index=10&list=PL4A9A7C9A7E0F2A46>

10. Andy Sernovitz Interview: Coke's New Social Media Policy  
<https://www.youtube.com/watch?v=G6R161hDAH4&index=14&list=PL4A9A7C9A7E0F2A46>
11. Gary Schirr  
<https://www.youtube.com/watch?v=z5OWUhNd8dI&index=15&list=PL4A9A7C9A7E0F2A46>
12. Elevate NYC 2013 Keynote  
<https://www.youtube.com/watch?v=Y7FVOSA9jIE&index=17&list=PL4A9A7C9A7E0F2A46>
13. Tim Leberecht: 3 Ways to (Usefully) Lose Control of Your Brand  
[https://www.youtube.com/watch?v=\\_xMWqUe8FdU&index=18&list=PL4A9A7C9A7E0F2A46](https://www.youtube.com/watch?v=_xMWqUe8FdU&index=18&list=PL4A9A7C9A7E0F2A46)
14. The Future of Social Media Marketing w/ Gary Vaynerchuk  
<https://www.youtube.com/watch?v=0Qy9aLqhxcc&index=19&list=PL4A9A7C9A7E0F2A46>
15. Gary Vaynerchuk Epix Q&A at #VaynerWorld in London  
<https://www.youtube.com/watch?v=VcUqZDPFehc&index=20&list=PL4A9A7C9A7E0F2A46>
16. Social Media Keynote Speaker  
<https://www.youtube.com/watch?v=MycwTmJJ2IM&index=21&list=PL4A9A7C9A7E0F2A46>
17. My Digital Stamp: Erik Qualman at TEDxNashville  
<https://www.youtube.com/watch?v=cH4HOLwm0X0&index=22&list=PL4A9A7C9A7E0F2A46>
18. KPMG Social Media Guidelines: Think Global, Think Social  
<https://www.youtube.com/watch?v=gr34T2Tlloo&index=23&list=PL4A9A7C9A7E0F2A46>

## Zone 2 → Social Publishing

1. The Making of YouTube  
[https://www.youtube.com/watch?v=X2N\\_V2dfS1U&index=1&list=PL9CE06569AB5E773D](https://www.youtube.com/watch?v=X2N_V2dfS1U&index=1&list=PL9CE06569AB5E773D)
2. How to Find Influencers on Twitter: 2010 Blue Print  
<https://www.youtube.com/watch?v=NWSNY2yHu4&index=3&list=PL9CE06569AB5E773D>
3. Introduction to Social Bookmarking Using Diigo  
<https://www.youtube.com/watch?v=6XvFh87EsDo&index=4&list=PL9CE06569AB5E773D>
4. Mena Trott: How Blogs Are Building a Friendlier World  
<https://www.youtube.com/watch?v=RIBTxuWCuL8&index=5&list=PL9CE06569AB5E773D>
5. Clay Shirky: How Cellphones, Twitter, Facebook Can Make History  
[https://www.youtube.com/watch?v=c\\_iN\\_QubRs0&index=6&list=PL9CE06569AB5E773D](https://www.youtube.com/watch?v=c_iN_QubRs0&index=6&list=PL9CE06569AB5E773D)
6. Lawrence Lessig: Re-examining the Remix  
[https://www.youtube.com/watch?v=xyf\\_0SMAsFA&index=7&list=PL9CE06569AB5E773D](https://www.youtube.com/watch?v=xyf_0SMAsFA&index=7&list=PL9CE06569AB5E773D)

## Zone 3 → Social Entertainment

1. TheLostRing: Case Study  
<https://www.youtube.com/watch?v=jSCqybwrXJQ&list=PL88943CBEBAF0CD83&index=1>
2. Jane McGonigal: Gaming Can Make a Better World  
<https://www.youtube.com/watch?v=dE1DuBesGYM&list=PL88943CBEBAF0CD83&index=2>
3. E3 2010: Car Town Game Comes to Facebook  
<https://www.youtube.com/watch?v=GJ8kccWmXM4&list=PL88943CBEBAF0CD83&index=4>



4. Audi: Art of the Heist (Case Study)  
<https://www.youtube.com/watch?v=z5w2CNB9clw&list=PL88943CBEBAF0CD83&index=5>
5. Chinese Gold Farmers Preview  
<https://www.youtube.com/watch?v=ho5Yxe6UVv4&list=PL88943CBEBAF0CD83&index=6>
6. MINI MAPS: Let's Play  
<https://www.youtube.com/watch?v=F-5IH1A1DyI&list=PL88943CBEBAF0CD83&index=7>
7. Social Media: Social Games with Tom Kozik and Alex Pham  
<https://www.youtube.com/watch?v=ma-IPmbYcyQ&list=PL88943CBEBAF0CD83&index=9>
8. Social Gaming Summit 2012: GameDuell's Kai Bolik on the Future of Social Games  
<https://www.youtube.com/watch?v=30SdxhhycTk&list=PL88943CBEBAF0CD83&index=10>
9. What Does the Future Hold for Future Games?  
<https://www.youtube.com/watch?v=vdS8zkec924&list=PL88943CBEBAF0CD83&index=11>
10. Social Media Marketing Case Study: Heineken International, Know the Signs  
<https://www.youtube.com/watch?v=WoRrDfVVKI0&index=8&list=PL2793538D64564002>

#### **Zone 4 → Social Commerce**

1. The Future of Shopping  
<https://www.youtube.com/watch?v=eFXypHQ8Was&list=PLA1CDE177370087C3&index=1>
2. Learn How Groupon Works!  
[https://www.youtube.com/watch?v=\\_xgPtqT0XBY&list=PLA1CDE177370087C3&index=2](https://www.youtube.com/watch?v=_xgPtqT0XBY&list=PLA1CDE177370087C3&index=2)
3. How to Set Up a Store on Facebook  
[https://www.youtube.com/watch?v=xThrfW\\_4q0c&list=PLA1CDE177370087C3&index=3](https://www.youtube.com/watch?v=xThrfW_4q0c&list=PLA1CDE177370087C3&index=3)

4. Social Shopping Comes to Levi's  
<https://www.youtube.com/watch?v=Ed5vJeaEuzA&list=PLA1CDE177370087C3&index=4>
5. Mitch Joel on Social Media in Retail  
<https://www.youtube.com/watch?v=-S0IKblGbDg&list=PLA1CDE177370087C3&index=5>
6. Groupon B2B Case Study: Lauren's Salon, Los Angeles  
<https://www.youtube.com/watch?v=FGkffRQpIoA&list=PLA1CDE177370087C3&index=6>
7. Rick Astley at the Macy's Thanksgiving Day Parade  
<https://www.youtube.com/watch?v=JAPLip-FMyE&index=11&list=PL2793538D64564002>
8. B2B Social Media Marketing with Deloitte  
<https://www.youtube.com/watch?v=qnR3I8hkgP0&list=PLA1CDE177370087C3&index=8>
9. Social Commerce Strategies: Vistaprint Social Media Case Study  
<https://www.youtube.com/watch?v=MNkrcF4JT7s&list=PLA1CDE177370087C3&index=9>
10. Trends in Social Commerce  
<https://www.youtube.com/watch?v=Krcay19KnHA&list=PLA1CDE177370087C3&index=10>
11. TEDxLansing: Erik Qualman: The Future of Social Commerce  
<https://www.youtube.com/watch?v=4zbqeMf2uOI&list=PLA1CDE177370087C3&index=11>

### *Social Media Monitoring and Research*

1. How We're Using NetBase for Consumer Insight  
<https://www.youtube.com/watch?v=ErCyFmvzpFc&index=1&list=PLmx5ZFHADgNvgjryq2qa1hDFF0whZBh0L>

## *Favorites*

1. Chris Anderson: How YouTube Is Driving Innovation  
<https://www.youtube.com/watch?v=X6Zo53M0lcY&list=FLJeoE-QUWBbyahNTwi70BDg&index=1>
2. Coca Cola Vending Machine  
[https://www.youtube.com/watch?v=YnkzUbY\\_ccI&list=FLJeoE-QUWBbyahNTwi70BDg&index=2](https://www.youtube.com/watch?v=YnkzUbY_ccI&list=FLJeoE-QUWBbyahNTwi70BDg&index=2)
3. Successfully Marrying Best of Social Media & Direct Marketing  
[https://www.youtube.com/watch?v=jh\\_9DtaQbos&list=FLJeoE-QUWBbyahNTwi70BDg&index=3](https://www.youtube.com/watch?v=jh_9DtaQbos&list=FLJeoE-QUWBbyahNTwi70BDg&index=3)
4. Life Vest Inside: Kindness Boomerang: “One Day”  
<https://www.youtube.com/watch?v=nwAYpLVyeFU&list=FLJeoE-QUWBbyahNTwi70BDg&index=4>