Social Media Marketing – BUS 317 001

COURSE OUTLINE

Semester: Fall 2017
Class Time: Tuesday/Thursday 16:00 – 17:15
Class Room #: ED 621
Instructor: Dr. Lisa Watson
Office Hours: Tuesday/Thursday 14:30-15:45, open door policy and by appointment

Note: I will NOT be available to linger after class to answer complex or large numbers of student questions, as I have standing appointment off campus on Tues/Thurs at 17:45. Please come to my office hours or come early to class to have any questions answered.

Office: ED 512.3
Phone: 337-2389
Email: Lisa.Watson@uregina.ca  (please see email expectations)

Pre-requisites: BUS/ADMN 210
Students may not receive credit for both BUS 317 and BUS/ADMIN 417

Student Accessibility:
If there is any student in this course who, because of a disability, illness or injury, may have a need for special accommodation, please contact the Centre for Student Accessibility at 585-463l or accessibility@uregina.ca. You may also visit their offices in RC 251 or click here to learn more about available services and the registration process.

Textbook:
There is no textbook for this course. All supplemental and crowdsourced readings will be posted on URCourses, any associated permission fees will be charged to your student account after the course add/drop date has passed at the end of Week 2, with no available refund.¹

Mimic Social is an on-line social media simulation that will serve as a core experiential learning component of the course. It is available through stuent.com. The cost is US$60 and registration is done directly through the site. Specific registration instructions will be posted on URCourses.

Course Description:
Social media strategy and planning have become essential elements of any overall marketing communications plan. While no longer a nascent field of marketing, what constitutes best practice in this field is constantly evolving. This course is built on the premise that staying current with various platforms and technologies is less important than understanding how social media as a tool fits into an overall marketing strategy. This course will consider both macro and micro level issues, considering the impacts of social media on society, business, and marketing.

¹ Rationale: Permissions are paid for in full by the faculty on your behalf at that time. When a permission is paid for, one is paying for the opportunity to access a particular piece of intellectual property, not for actually accessing it. Should an individual choose not to access an item for any reason, no refund or cost savings is provided to the faculty to pass on to the student.
Learning Objectives:
1. To understand the impact that social media has had on marketing and how we define customer interaction.
2. To adopt higher level critical thinking by focusing on strategy and issues over technology and tactics.
3. To use experiential learning to apply course theories and concepts to a variety of real world situations.

Course Regulation and Requirements:
This is a business course. Accordingly, an appropriate level of professionalism is expected.
1. Please come to class prepared and having read the assigned materials for the week.
2. Please arrive to class and hand in assignments on time.
3. Please refrain from talking unless it is to make a direct class contribution.
4. Should you bring a laptop to class, please sit in the back row and use it for relevant in-class purposes only. Research has proven that students who use laptops in class and students sitting near them who are able to see their screens earn grades that are on average 11-17% lower than other students in the same class. Research further shows that, on average, students who take handwritten notes outperform students who take notes on laptops by a significant margin on application of class material, as they process the content in their notes more deeply.
5. Please turn off your cell phone prior to entering the classroom. Texting under the table is just as disruptive to the students around you as partaking in other non-class related activities.
6. Students are expected to abide by the regulations of the University of Regina. See the University Calendar for more information. Be sure that you understand these regulations.
7. Plagiarism and cheating constitute academic misconduct will not be tolerated. Proper respect for and full disclosure of other people’s intellectual property is mandatory and will be strictly enforced in every instance. See the Handout on Academic Misconduct found on URCourse for more information.
8. Late assignments will not be accepted and will receive a grade of zero (0%) unless approved in advance and/or proper documentation is provided (e.g. medical or death certificate).
9. Ask permission, not forgiveness. If (beyond an emergency situation) you believe that you have a legitimate reason to require special consideration or a deadline extension, discuss the issue with your professor in advance. Providing excuses on the day or asking forgiveness after the fact demonstrates a lack of preparedness on your part and will not work in your favour.
10. Electronic-only assignment submissions will only be accepted as requested by the professor or under exceptional circumstances (e.g. medical emergencies, extreme weather, etc.).
11. You are responsible for all course materials whether or not you were in class when they were covered. Please be sure to exchange contact information with a fellow student who can take notes for you if you are absent.
12. Students should bring their student ID card or other government photo ID to the final examination and abide by the examination regulations set forth by the invigilator.
13. If you miss the final examination, you must arrange for a deferred examination through the faculty. Proper documentation will be required and university procedures must be followed.
Faculty of Business Administration Participant Pool:
The Participant Pool provides students with the opportunity to participate in studies to earn research credits that they can allocate toward eligible business classes (to a maximum of 2% per eligible class). For more information about our participant pool, please visit the faculty website.

TurnItIn & Citation:
Your instructor may have the TurnItIn plug in activated for some aspects of this course. In some instances, you may not be able to see that the TurnItIn function has been activated. While plagiarism is typical and rampant on social media, you are expected to use links or other references to sources of your posts, or any thoughts or ideas not originally your own. Be aware that, while in some fora it may not be appropriate or necessary to use a formal citation style, you are always responsible for citing your sources in some form. When in doubt, please consult your professor for guidance.

For assignment submissions, the benefits of TurnItIn are twofold. First, it may be used as a learning tool when preparing papers that require citation of other people’s intellectual property. Second, it protects your intellectual property by discouraging others from plagiarizing your work in the future.

Course Assessment:

<table>
<thead>
<tr>
<th>Preparation &amp; Participation Component:</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom, speaker, &amp; topic engagement</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project component</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Giving Tuesday planning, performance &amp; reflection paper</td>
<td>15%</td>
</tr>
<tr>
<td>Simulation performance &amp; reflection paper</td>
<td>20%</td>
</tr>
<tr>
<td>SMM audit/analysis &amp; strategic SMM plan</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Examination Component*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Examination</td>
<td>30%</td>
</tr>
</tbody>
</table>

| TOTAL                                     | 100% |

*You must achieve a clear pass on your final examination to be eligible to earn an overall pass in this course. Failure to meet this requirement will result in a grade of NP in the course.
Preparation & Participation Component

Classroom, Speaker, & Topic Engagement

Rather than sitting passively in class and listening to other people’s thoughts, you are encouraged to actively engage with the relevant course-related topics. Simple attendance is not enough to constitute active participation or engagement. Engagement requires active and meaningful participation during classroom discussions, guest speakers’ talks, and/or ongoing interaction involving relevant topics online. Note that guest presentations constitute central course content, and are thus testable material for the course.

It is recognized that, due to personal interest, not all students will engage equally in all topics, thus a holistic grade for the term will be assigned for each student. Your instructor reserves the right to apply personal judgment when assigning final participation marks in order to take into account unevenly weighted participation. If you would like feedback on your participation performance at any time throughout the term, please ask.

The following guideline will be used as a foundation for holistic grade allocation:

5 – Consistently active and highly insightful contributions
4 – A good level of engagement and insight
3 – Contributions show a moderate level of engagement and thoughtfulness
2 – Contributions are perfunctory and/or not terribly insightful
1 – Contributions are reasonably few and generally superficial
0 – little to no contribution

Project Component

Giving Tuesday Planning, Performance & Reflection Paper

As part of this course, the class will use concepts taught throughout the course to plan a social media fundraising campaign for Giving Tuesday. This assignment will involve both group and individual work.

A detailed assignment sheet will be available on URCourses.

Simulation Performance & Reflection Paper

This is an individual assignment to be done on your own. As part of this course, you will participate in a simulation designed to have you apply concepts taught throughout the course to create and implement a social media marketing campaign for a fictitious company. The simulation will provide you with analytics that will allow you to analyze and adapt your campaign as the simulation progresses. You will also be able to see your performance relative to your peers.

Your grade will be assigned based on several components, including your own success in meeting the firm’s assigned goals, your performance relative to your peers, and a reflection paper that offers a critical analysis of your performance and strategic insights gained from the experience.

A detailed assignment sheet will be available on URCourses.
Social Media Marketing Audit/Analysis & Strategic Social Media Marketing Plan

This project is intended and designed to be completed in pairs. However, you may work in teams of up to no more than three (1-3) for this assignment. The purpose of this assignment is to apply course concepts to a real business situation.

This project applies the social media marketing planning process. Stage one is to conduct a thorough audit and strategic analysis of an organization’s existing social media marketing activities. Stage two is to develop a social media marketing plan for the organization based on your analysis.

Your audit/analysis should consider the firm’s entire social media strategy (not just a single campaign for a single product) within the context of the firm’s overall promotional strategy. However, depending on the size and complexity of the firm, your plan may focus on a single campaign. In order to ensure that the scope of your project is appropriate and manageable (neither too small nor too big), all projects should be approved by your instructor before you begin. When developing your SMM plan, you must apply your insights from your audit/analysis and remember to consider how it will fit within the firm’s overall social media and promotional strategies.

A detailed assignment sheet will be available on URCourses.

Examination Component

Final Examination

Examinations will consist primarily of short answer, case-based, and essay questions. The focus of testing will be on your ability to apply and integrate your knowledge of course concepts. All material covered in the course, both inside and outside the classroom, is considered to be relevant material. A missed exam will receive a grade of zero (0%) unless the proper documentation is provided and formal university procedures are followed.

You may bring one (1) letter-sized page of notes to your examinations. There are no restrictions with respect to number of sides, margins, font size or content. Your final examination notes page must be submitted along with your completed examination and will not be returned.
## TENTATIVE Class Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sept. 7</td>
<td>Course Introduction</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>12</td>
<td>History &amp; socio-cultural context</td>
<td></td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>Social networking theory &amp; co-creation of value</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>19</td>
<td>Social media planning – context</td>
<td></td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>Social media planning – process &amp; content</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>26</td>
<td>GUEST</td>
<td></td>
</tr>
<tr>
<td></td>
<td>28</td>
<td>Paid, Owned, Earned media in context</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Oct. 3</td>
<td>Paid media: designing &amp; placing social media ads</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Owned media: creating content &amp; incenting engagement</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>10</td>
<td>GUEST</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>Analytics and quantitative data analysis</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>17</td>
<td>GUEST</td>
<td></td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>Earned media: generating WOM &amp; engaging through SM</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>24</td>
<td>Market research and sentiment analysis: qualitative data and content analysis</td>
<td>Optional first draft</td>
</tr>
<tr>
<td></td>
<td>26</td>
<td>GUEST</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Nov. 2</td>
<td>Giving Tuesday (GT; Nov 28th) &amp; Simulation prep</td>
<td>Optional first draft feedback meetings</td>
</tr>
<tr>
<td></td>
<td>31</td>
<td>Simulation round 1 discussion &amp; GT planning</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>7</td>
<td>Simulation round 2 debriefing &amp; GT planning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Simulation round 3 debriefing &amp; GT planning</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>14</td>
<td>Simulation round 4 debriefing &amp; GT planning</td>
<td>Case Project Due</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Simulation round 5 debriefing &amp; GT planning</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>21</td>
<td>Simulation round 6 debriefing &amp; GT planning</td>
<td>Simulation reflection ppr</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Simulation debriefing &amp; GT planning</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>28</td>
<td>Giving Tuesday</td>
<td>GT reflection ppr</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>Giving Tuesday debriefing</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Dec. 5</td>
<td>Course wrap-up &amp; exam prep</td>
<td></td>
</tr>
</tbody>
</table>

**Final Examination**  Thursday, December 14th  14:00 – 17:00  Room TBA
University of Regina
Counselling Services

Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?
The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?
Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

Personal Counselling – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

Group Counselling – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling...
Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?
Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it?
URSU’s Student Advocate can help you free of charge!
- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!

- Emergency Bursaries
- Notary Public
- Rentalsman Appeals