

Social Media Marketing & Online Promotions

Spring 2014
MASC 4163 - 3 credit hours
2:30-3:45 p.m. MW
Walker Center, Room 160

Professor

Kenna Griffin

Office: Walker Center, Room 117

Twitter: @profkrg

Email: kennagriffin@gmail.com

Office hours: Posted

Facebook: www.facebook.com/ProfKRG

I have an open-door policy and am happy to discuss mass communications law or ethics with you at any opportunity. You do not have to schedule an appointment to discuss course-related matters with me. However, if you want to guarantee an uninterrupted one-on-one that will take longer than 15 minutes, I encourage you to schedule an appointment to ensure we can provide one another our undivided attention.

Course description

More than half of the world's population goes online for social interaction and information gathering. The majority of these users are reading and producing multimedia content, including that on blogs and social media sites like Facebook, YouTube, Instagram, Google+, and Twitter. This course will focus on using these relationship-building platforms (social media, listservs, blogs, wikis, podcasts, apps, etc.) as a way to communicate to a wide variety of audiences. In the course, you will explore and utilize techniques to successfully integrate these platforms into product, organization and news content promotions. You will learn these aspects of online promotion through regular readings, course assignments, case studies, and social media campaign creation. Upon completion of the course, you will understand how to strategically and effectively using social media platforms as mass communications tools.

Required texts

Safko, Lon. (2012). *The Social Media Bible: Tactics, Tools & Strategies for Business Success*. Third edition. John Wiley & Sons, Inc: Hoboken, New Jersey.

Materials posted on the course website, which is under the "Courses" tab on <http://www.profkrg.com/>.

NOTE: Others may be added during the semester.

Recommended reading

Good media practitioners (and citizens) are well-informed news consumers. You should read *The Oklahoman* (www.newsok.com) and *The Campus* (www.mediaocu.com) every day. Both publications have apps. I recommend you get into the habit of reading at least one daily metropolitan newspaper and a weekly news magazine. I also recommend you watch at least one televised newscast each day. In addition, I would recommend you visit and participate in discussions on my media blog, www.profkrg.com. The site acts as a resource for students and an open forum for discussion of trends in our profession. You can follow the blog on Twitter @profkrg or on Facebook (www.facebook.com/profkrg). Use the #masc4163 hashtag on Twitter for items specifically related to this course. Please read my social media policies on the site (<http://www.profkrg.com/krg/social-media-policies>) to understand how we can engage via social media. Responsible citizens are avid news consumers. Information is the key to a democratic society. Develop the habit of daily news consumption now if you haven't already.

Grading

I will attempt to grade all class assignments and return them to you within a week of submission. You are encouraged to visit my office to discuss any questions or concerns you have about your grades on individual assignments or in the course as a whole. You are strongly discouraged from openly discussing your grades during class sessions. Your grade for the course will consist of grades in three categories:

- Social Media Plan – 55 %
- Assignments/Case Studies/Quizzes – 35 %
- Class attendance/participation – 10 %

NOTE: Be certain to sign the attendance sheet during every class session. It is the method I will use for tracking your attendance. If you will miss class for a university-sanctioned happening, I must have a notice from the appropriate university official beforehand. Failure to provide such documentation will result in your absence being counted. You are encouraged to submit due assignments before your absence. If you are unable to do so, you must make arrangements with me and submit any due assignment on your return class session.

Social media plan

The final assignment in this course is the creation of a social media plan for a company or organization of your choice. Many of the regular assignments will become part of this plan. I will provide more information about the plan during about the third week of class. The plan is **due no later than 4 p.m. May 5**.

Assignments

You will complete a variety of assignments to apply specific components of social media marketing thinking and practice. I will provide a handout that explains each assignment. I encourage you to keep these handouts and follow them carefully.

Each assignment will be worth 100 points.

Assignments are due at the beginning of class unless I state otherwise. If you are late for class, your assignment will not be accepted.

You must print your assignments on your own time. You will not be excused from class or receive an excused tardy because of printing-related issues.

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers.

If you need an extension on an assignment because of an absence, you must schedule a time to privately discuss it with me. If you miss an assignment and are allowed to make it up, you must do so at the scheduled time or you will not receive credit.

Quizzes

You will be given sporadic quizzes throughout the course. These quizzes will be based on assigned course readings and lectures. They are meant to ensure that you have an understanding of material not specifically covered in class. They will not necessarily be announced.

Quizzes will be either 10 questions worth 10 points each or 20 questions worth five points each, depending on the topic. No partial credit will be given, if possible.

You are not allowed to leave the classroom during a quiz without submitting it as completed. You are not allowed to talk during quizzes. No cell phones, laptops or other electronic devices will be allowed in use or out during quizzes. You also are not allowed to use class notes or your book during quizzes.

Quizzes likely will be given at the beginning of the class session. They will take no longer than 15 minutes. Students who are late will not receive extra time to complete quizzes. No make up quizzes will be given.

Any violation of these policies will result in you receiving zero credit for the quiz in question.

Case studies

We will use the case study approach to understand specific successes, failures and issues arising in social media marketing. I will provide an assignment sheet and more information before each case study analysis is due. Analyses are due at the beginning of the class session listed on the schedule below. No case studies will be accepted after the due time/date or from any student who is late to the class session. You must be prepared to discuss the case and your position during the class.

Papers must be:

- Typed; stapled
- Two-five pages; double spaced; 10-12 point type; regular margins
- Cited using at least three APA citations w/a reference list
- Submitted in hard copy in class

Papers not submitted in this manner will receive no credit.

Students should remember that these analyses are not an opportunity to rant, but provide an opportunity to think critically about social media practices. A good case study is a well-documented and strongly research-supported opinion. More information on case study analyses, including how to use APA citations, will be provided in class and on the course website.

Case study analyses are due:

- Case study 1 – Jan. 15
- Case study 2 – Jan. 22
- Case study 3 – Jan. 29
- Case study 4 – Feb. 5
- Case study 5 – Feb. 12
- Case study 6 – Feb. 19
- Case study 7 – Feb. 26
- Case study 8 – March 5
- Case study 9 – March 12
- Case study 10 – March 26
- Case study 11 – April 2
- Case study 12 – April 9
- Case study 13 – April 16
- Case study 14 – April 23
- Case study 15 – April 30

Missed assignments

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers. If you miss class, it is your responsibility to obtain any assignments, handouts and notes that you miss. I will not contact you regarding your absence. I also will not save copies of course materials distributed during individual class periods. If you need an extension on an assignment because of an absence, you must schedule a time to privately discuss it with me. If you miss an assignment and are allowed to make it up, you must do so at the scheduled time or you will not receive credit.

Attendance

Course attendance and participation are required and will be counted as 10 percent of your final grade. You are expected to arrive to class on time and leave when class is complete. At this point in your academic career you should understand the concept of decisions and consequences. You are free to make your own decisions regarding your attendance. However, it's important that you are aware that lack of attendance in any class will result in you missing important material that will not be repeated. In addition, repeat absences will result in the lowering of your final grade. If you cannot avoid missing class, you must notify me prior to

the class session. Do not assume that I know you will not be present. Communicate with me regarding every necessary absence. Notification of an absence from anyone but yourself will not be considered adequate. Do not send word of your absence via another classmate. I will give excused absences on a case-by-case basis. Remember: ***You make choices. You live with the consequences.***

Participation

You are required to participate in class. Participation could include commenting on readings, interactive lecture and careful and active note taking. You must respect your classmates' rights to their opinions, even if you don't agree with them. You are encouraged to discuss cases in the class. However, you must always debate facts and avoid personal attacks and derogatory remarks. Asking questions always is encouraged. Discussion of things unrelated to class is discouraged. You are not allowed to be disruptive in any way that takes class value away from your classmates. In addition, you must always attend class prepared for participation. This includes having paper, copied notes, writing utensils, books, briefs, etc.

Engagement & note-taking

You are allowed to use a laptop, iPad or smart phone to document and/or live tweet class notes during the course session. If you choose to live tweet the course session, please use the #masc4163 hashtag. Also, you should review and adhere to the classroom social media policies, which are linked to the course site.

Technology

You are not allowed to have your cell phone ringer or alert notification on during class. Students found texting or using cell phones or computers for anything other than note taking during class will be asked to discontinue this practice or leave. Repeated issues will result in lowering of your attendance/participation grade.

Printing

Writing assignments must be completed outside of class. All assignments must be typed and stapled. You will not be excused from class to print assignments. Do not come to class to discuss printing with me. It is up to you to determine if you should be late to class to print. If you do not have access to a computer and/or printer, you are welcome to use the mass communications computer lab at the front of our department. Malfunctions of the equipment in the computer lab will not constitute an excuse for a late assignment.

Course schedule

This schedule is tentative and subject to change. Readings should be completed before the class session where they're listed. I will move ahead in the lecture if we complete a subject early.

WEEK 1:

Monday, Jan. 13

- Course introduction

Wednesday, Jan. 15

- Lecture: *Why study social media?*
- Read SMB Chapter 1: What is Social Media
- Read SMB Chapter 2: Say Hello to Social Networking
- Case study 1 due

WEEK 2:

Monday, Jan. 20 – MLK Day. No Class

Wednesday, Jan. 22

- Lecture: *Goals and objectives*
- Read SMB Chapter 22: Analyze Your Existing Media
- Case study 2 due

WEEK 3:

Monday, Jan. 27

- Lecture: *Target audiences*
- Read SMB Chapter 23: The Social Media Trinity

Wednesday, Jan. 29

- Lecture: *Target audiences*
- Case study 3 due

WEEK 4:

Monday, Feb. 3

- Lecture: *Rules of engagement*
- Read SMB Chapter 24: Integrate Strategies
- Read SMB Chapter 25: Identify Resources

Wednesday, Feb. 5

- Lecture: *Social media monitoring*
- Read SMB Chapter 26: Implement and Measure
- Case study 4 due

WEEK 5:

Monday, Feb. 10

- Lecture: *Email marketing*
- Read SMB Chapter 3: It's Not Your Father's Email

Wednesday, Feb. 12

- Lecture: *Email marketing*
- Case study 5 due

WEEK 6:

Monday, Feb. 17

- Lecture: *Websites*
- Read SMB Chapter 4: The World of Web Pages

Wednesday, Feb. 19

- Lecture: *Blogging*
- Read SMB Chapter 6: The Ubiquitous Blog
- Case study 6 due

WEEK 7:

Monday, Feb. 24

- Lecture: *Podcasts and webinars*
- Read SMB Chapter 9: Talking about the Podcast

Wednesday, Feb. 26

- Lecture: *Podcasts and webinars*
- Read SMB Chapter 10: Got Audio
- Case study 7 due

WEEK 8:

Monday, March 3

- Lecture: *Vlogging*
- Read SMB Chapter 11: Watch Out for Vlogs

Wednesday, March 5

- Lecture: *Vlogging*
- Read SMB Chapter 12: Got Video
- Case study 8 due

WEEK 9:

Monday, March 10

- Lecture: *Photos and images*
- Read SMB Chapter 8: A Picture is Worth a Thousand Words

Wednesday, March 12

- Lecture: *Photos and images*
- Case study 9 due

March 17-21 – Spring Break. No Class!

WEEK 10:

Monday, March 24

- Lecture: *Twitter*
- Read SMB Chapter 13: Thumbs Up for Microblogging

Wednesday, March 26

- Lecture: *Twitter*
- Case study 10 due

WEEK 11:

Monday, March 31

- Lecture: *Facebook*

Wednesday, April 2

- Lecture: *Facebook*
- Case study 11 due

WEEK 12:

Monday, April 7

- Lecture: *YouTube*

Wednesday, April 9

- Lecture: *YouTube*
- Case study 12 due

WEEK 13:**Monday, April 14**

- Lecture: *LinkedIn*

Wednesday, April 16

- Lecture: *LinkedIn*
- Case study 13 due

WEEK 14:**Monday, April 21**

- Lecture: *SEO*
- Read SMB Chapter 18: Spotlight on Search (Search Engine Optimization)

Wednesday, April 23

- Lecture: *SEO*
- Read SMB Chapter 19: Marketing Yourself (Search Engine Marketing)
- Case study 14 due

WEEK 15:**Monday, April 28**

- Lecture: *Mobile and location marketing*

Wednesday, April 30

- Lecture: *Mobile and location marketing*
- Case study 15 due

Social Media Marketing Plan – due no later than 4 p.m. Monday, May 5

Mass Communications Departmental Policies**LATE WORK:**

- No late work will be accepted for full credit without prior arrangement with the instructor.
- Work is due at the beginning of the class session.

EXAMINATIONS:

- No makeup examinations will be given unless prior arrangements are made with the instructor.
- NO FINAL EXAMS WILL BE GIVEN EARLIER THAN ANNOUNCED BY THE INSTRUCTOR. NO EXCEPTIONS. Students who make travel plans without confirming the scheduled finals date for this class do so at their own risk. Students who travel prior to the scheduled final exam will be unable to take the examination and must accept a zero test score.

INCOMPLETE:

Incomplete grades are not a student option except under extreme circumstances. Students seeking an incomplete must submit a written request supported by documentation verifying the need for this extension. The student must be performing at a passing level and have a legitimate reason to receive an "I." Students cannot be assigned an "I" because they have excessive unexcused absences or because they are failing the course. If an incomplete is given, the instructor will submit information which specifies what work must be done to remove the "I" and the grade to be assigned if the work is not complete. The student

is responsible for submitting the work by the deadline assigned by the instructor. Incompletes are given for a limited period of time, not exceeding one year.

TARDINESS/ATTENDANCE:

Students are expected to be in class on time. Entering the classroom late is unprofessional and disruptive. Repeated tardiness is unacceptable. Students should be punctual and prepared, since these are the qualities expected by the business community. Attendance will be taken at each class session. Students are expected to attend all class sessions.

GRADING SCALE:

93.0 - 100	=	A	
90.0 - 92.99	=	A-	
87.5 - 89.99	=	B+	
82.5 - 87.49	=	B	
80.0 - 82.49	=	B-	
77.5 - 79.99	=	C+	
72.5 - 77.49	=	C	
70.0 - 72.49	=	C-	
67.5 - 69.99	=	D+	
62.5 - 67.49	=	D	
60.0 - 62.49	=	D-	
Below 60.0	=	F	Not I or W

CHEATING/PLAGIARISM:

STANDARD OF RESPONSIBILITY

Oklahoma City University was founded upon strong values and high standards. Honesty in academics is a priority. Students should be advised that cheating and plagiarism are not tolerated. The Academic Honesty Policy can be found online at <http://starport.okcu.edu/ad/aa>

Cheating is defined as using, or supplying information that is not authorized by the instructor in taking an examination or completing any other assignment. Cheating also includes turning in another's work and representing it as being your own.

Plagiarism is defined as a unique form of cheating where persons turn in another's work and represent it as being their own. This would include: 1) purchasing term papers and turning them in as if they are original work; 2) using a paper that has previously been turned in; 3) copying passages verbatim from books, articles, etc.; 4) submitting material for grades in which the student has not done the work required; 5) collusion – the unauthorized collaboration with another person; 6) misrepresentation of actions and 7) falsifying information.

Every student is expected to observe the highest standards of conduct, both on and off the campus. The University cannot accept the responsibility for the education of any student who is not in sympathy with the purposes and the regulations of the University.

Mass Communications students should be aware that this department considers the above-described conduct to be dishonorable and dishonest. Students found cheating or plagiarizing will receive a grade of "0", which is an "F", on the involved examination, project or paper and, at the professor's discretion, may receive a failing grade for the entire course.

EXAMINATION EQUIPMENT:

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Electronic spellers, translators, dictionaries or calculators
- Computers
- Class notes, books

Once any examination has begun, if a student wishes to leave the room they must be prepared to turn in their examination paper and/or blue book. And, it will not be returned to them for additional work.

DISABILITY STATEMENT:

If you believe that you need accommodations for a documented physical, psychiatric, or learning disability, please contact the Disabilities Services Coordinator at (405) 208-5090 for an appointment to discuss your needs and the process for requesting accommodations. The Student Disabilities Services Coordinator is responsible for coordinating disability-related accommodations and will issue students a documented Access Plan, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact the Student Disabilities Services Coordinator as soon as possible. To speak with the coordinator about other concerns, such as medical emergencies or arrangements in case of a building evacuation, please make an appointment as soon as possible.

PREVENTING SEXUAL HARASSMENT:

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds, including federal loans and grants. Title IX also prohibits student-to-student sexual harassment. If you encounter unlawful sexual harassment or gender-based discrimination, please talk with your professor or with the Title IX Coordinator at 405-208-5075. Visit <http://www.okcu.edu/hr/titleIX/> for more information.

EVACUATION POLICY:

The evacuation plan for Walker Center is as follows: Everyone on the first floor proceeds out the north doors to the north parking lot. Everyone on the second floor must exit down the north stairway, out the north doors to the parking lot. The shelter locations for Walker Center are as follows: WC 143, WC 144, and the men's and women's restrooms on the first floor. These rooms are on the east side of the first floor.

POLICY STATEMENT

I have read the above stated policies for the academic year 2013-14 for the Mass Communications Department.

I understand the policies and agree to abide by them.

Name

Student ID# or SSN#

Date

Course Name and Number