

***MAMC SOCIAL MEDIA—CAPSTONE  
MAMC 6936 SUMMER 2016***

***COURSE INFORMATION***

***MMC6936: Summer 2016***

***Credits 03***

***Meeting Time: Distance Asynchronous and Online Classroom—Select Monday's during the semester at 7PM EST. Individual Consultations will be a part of this program.***

***Office Hours By Appointment***

Connect Classroom URL:

[https://uflcoj.adobeconnect.com/sm\\_capstone\\_hughes/](https://uflcoj.adobeconnect.com/sm_capstone_hughes/)

***INSTRUCTOR***

***Robert (Bob) Hughes MA***

***[rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu)***

***970-368-2021***

***Note—please use my [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me!***

***Please DO NOT use the email option/tab in the Canvas shell. This does not hit my iPhone on a timely basis and I cannot reply using my iPhone. Please only use my [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) email address to reach me.***

***Course Description***

The aim of the Social Media Capstone course is to prepare students to master the elements of a social media campaign using principles and strategies of public relations, advertising, and branding. The Capstone is one of the final academic opportunities for you, as a student in the UF CJC Masters program, to apply your accumulated knowledge and skills and to further prepare you to excel in a professional setting.

The course is designed from a professional perspective and makes use of extensive real-life situations and examples. You will apply your social media skills to an

existing marketing and branding challenge and/or opportunity identified by a company or organization of your choosing.

Working individually and with feedback from your peers and your instructor, you will identify a client, work with that client in developing a social media plan, and then implement and monitor that plan.

You will build this social media campaign throughout the first half of the semester, completing various assignments, meeting deadlines and refining your plan. You will then implement your Social Media Plan for your client, monitoring and analyzing results. Near the end of the semester, you will have a well-researched, insightful and creative plan and implemented content that illustrates how social media will lead to positive outcomes for your “client.” Finally, you will present your campaign to the class in an online presentation via Adobe Connect and share your plan learnings with Prof. Hughes.

This is a demanding but exciting and intellectually rewarding opportunity to apply social media skills and knowledge you have acquired throughout your coursework, during internships, and/or in professional positions. Although the primary course focus is on creating a comprehensive communication campaign, there will be class assignments and discussions to evaluate your knowledge of specific concepts relevant to social media marketing and branding.

This course is conducted in a combination of live classes and as asynchronous interaction online. This format mirrors how professional, global public relations, branding, and advertising teams increasingly are assembled across geographies and time zones, countries and cultures, working together using digital and online technologies.

The course is centered on you and your learning needs. This course requires graduate-level thinking, analytical skills and maturity. The Capstone is “learning in action.” Done well, your campaign will become an important credential to share with your client as well as current or prospective employers.

Please note: the instructor will respond to e-mail usually within 24 hours, but the goal is to do so much quicker.

***Additionally, some of your classwork may be used—with your permission—on the new CJC social media news site. This publication of your work can aid in building your professional profile on social media. See the site at:***

***<http://ufsocial.jou.ufl.edu/>***

## **COURSE OBJECTIVES**

Working individually and in collaboration with others, students will complete a graduate-level project that demonstrates their ability to integrate the knowledge and skills acquired from the UF Master of Arts in Mass Communication – Social Media program and other coursework. The Capstone project is designed to enable students to demonstrate skills in research and analysis, strategic thinking, effective writing and oral communication across multiple channels and for multiple audiences worldwide. Students will apply their learning to a client-oriented social media plan and produce a campaign plan and a presentation of that plan.

The Capstone Project will:

1. Effectively apply strategic and creative communication skills to complex challenges and opportunities.
2. Demonstrate the use and value of research and analysis in responding to potential or emerging communication problems and opportunities using social media.
3. Assemble and present a fully integrated communications plan that reflects strategic thinking, industry best practices, trends and tools.
4. Work effectively virtually, individually and in collaboration with other people, demonstrating professional communication skills, creativity and originality, accountability, balancing leadership with teamwork and cooperative behaviors.
5. Exhibit a commitment to personal and professional ethics.

### **Summary of Course Design**

This course will combine both live sessions and directed work. Live class sessions will be held select Monday nights of the semester starting at 7pm EST. (Live classes will be recorded for later viewing in case you cannot attend in person.) As this is a “living” course, live classes may be scheduled that are not on this syllabus. We all will be flexible to make sure this Capstone class is a success!!

### **Online Class Requirements**

1. You will need an Internet connection to access this course, view the lectures, attend online class sessions, and complete your assignments.
2. You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Dropbox.com or Google Drive (both free online services) to share large files.

### **Required Textbooks**

There are no required textbooks for this course. You may find *Social Media Marketing* by Tracy Tuten and Michael Solomon of help in your plan development.

### **Lectures**

I will regularly post update videos throughout the semester. Watch the Announcements tab for when they are posted along with a link to them.

## ***Assignments***

You will have regular assignments and these will be the basis for your final grade. The main goal of this Capstone Course will be the development of a real Social Media Plan you will create working with a real client. You will be expected to interact with your client on a regular basis, just like a real-world Social Media Agency Account person would do.

During the first half of the class (weeks 1-6) you will read the assigned materials, view online lectures, and work with your client to develop a Social Media Plan.

The second half of the class (weeks 7-12) gives you a chance to establish, maintain and monitor the Social Media Channels you selected as a part of your Client plan. You will read the assigned materials, view online lectures, complete online discussions.

With the client's input and permission, you can implement the plan earlier than Week 7. Please check with Prof. Hughes prior to doing so.

You will be expected to turn in regular Contact Reports, as a typical Agency Account Person would, for all client interaction. You can find a sample and explanatory Contact Report template here:

<http://www.targetedadgroup.com/Resources/ContactReport.pdf>

As it explains, here is the purpose of a Contact Report:

### *CONTACT REPORTS*

*A Contact Report, or Conference Report as it is also called, is a written summary of interaction between an Advertising Agency and its Client that summarizes major discussions and agreements in a meeting. It serves the same function as formal minutes at a Board Meeting.*

*Contact Reports are considered legal documents as they are the "official" record of a meeting. They are sometimes called as evidence in court actions since they chronicle not only the circumstances (who, where, why) of a particular situation but also the What.*

*When writing a Contact Report, it is important to identify who made a particular decision, held a point of view, was in agreement, or the like.*

This template is really complete, and in today's world, especially the social media world, all the sections are probably not necessary. I will leave it to you and your client to decide what sections are important and should be used for your planning purposes. This is not to ask for busy work from you, but as an agency person, you

need to cover your bases in terms of who agreed to what, deliverables, timelines and budgets.

Contact Reports should be emailed to me at [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) and clearly labeled (for example: Hughes Contact Report #1 or #3 etc.) I will ask you to post at least one in the appropriate Canvas Assignments tab.

You will develop a budget –if appropriate for needs like Facebook Boost--for the client for your plan, and prepare content and posting calendars.

***In this twelve-week course, we need to stay on point and provide the sections of your plan on a timely basis. Hence, you will see weekly deliverables for each section of the plan to ensure we will all meet this timeframe.***

All this said, I will be as flexible as I can be in working with you on deliverables and providing outstanding service and planning for your clients. Stay in touch so we can make sure success is there for all of us.

### ***Scope of Work***

One of the first deliverables for your Social Media Plan will be a Scope of Work you will present to the client and gain agreement for the “scope” of the plan you will be presenting and executing for your Capstone Project. While the format for this SOW can be flexible, there are key elements that must be included.

If you are unfamiliar with creating a Scope of Work, here are some good resources:

[Definition and Overview of a Scope of Work](#)

[Scope of Work Example and Templates](#)

[Examples of Scope of Work documents](#)

### ***Discussion Posts***

Discussion is a key part of this course. You will be expected to read the assigned readings, view the assigned videos, and actively participate in regular discussions through the “Discussions” tab in the Canvas e-learning site. You will see in some weeks I will provide the Discussion Question based on an article that has clear bearing on your work for the week. Some weeks I will ask YOU to find such an article and share it with the class, explaining WHY you chose it and HOW it relates to your client work.

*You will be asked to then comment on at least one classmate’s post for the week’s question. Your **initial discussion reply should be about 300 words**, and your **classmate follow-up should be about 200**. The initial discussion post is due by Thursday of each week at 11pm ET; the follow up by Saturday of each week at 11pm ET.*

### ***Peer Reviews***

During Week 9 you will be asked to review the Social Media Plan of a classmate. Using constructive criticism, please look at each section of the plan as a client might, with suggestions designed to sharpen the focus of the work and improve the quality of the elements of the plan. You will share this with both your peer and post your analysis to the Assignments tab of the Canvas shell.

### ***Evergreen Content***

During weeks 6 – 11 you will develop a Content Calendar and Evergreen content for your client to post (if he/she desires) for the month following the end of our class. This will give the client the option to continue following your plan, with some content to use during that time.

If you are not familiar with Evergreen Content, you will find more information at:

[What is Evergreen Content](#)

[Tips for Creating Evergreen Content](#)

[Why Every Business Needs Evergreen Content](#)

### ***Plan Review***

During Week 11 we will schedule a number of online live classes in which you will present your plan to the class using PowerPoint or other platform of your choosing.

### ***Plan Learnings***

During Week 12 you will prepare a summary of your learnings and observations about the plan. Included in this should be what has worked in your plan to date, what has not worked as well as you expected, and what changes you would make in a “revision” of your SMP. This will be turned in using a PowerPoint format.

### ***Social Media Templates***

To save you time, consider using some or all of these [Social Media Templates](#) .

### ***Announcements tab in Canvas shell***

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab.

### ***Grading***

***This Capstone course consists of your producing a Social Media Plan for your client. You will be responsible for posting key pieces of this plan as we proceed***

*through the semester. Grading for this work will be subjective and will be based on my 25 years as both a client and an agency manager. My goal is to treat you as a professional in your field, and my feedback will be treated as such.*

*Your work will be evaluated according to this distribution:*

<i>Weekly Discussions</i>	<i>100 points</i>
<i>Client Contact Reports</i>	<i>50 points</i>
<i>Scope of Work</i>	<i>50 points</i>
<i>Development of Client Situation Analysis</i>	<i>50 points</i>
<i>Development of Plan Goals and Strategies</i>	<i>50 points</i>
<i>Social Media Plan Outline</i>	<i>50 points</i>
<i>Social Media Plan Narrative</i>	<i>50 points</i>
<i>Peer Review</i>	<i>50 points</i>
<i>Final Social Media Plan</i>	<i>150 points</i>
<i>Class Plan Review</i>	<i>100 points</i>
<i>Evergreen Content Development</i>	<i>150 points</i>
<i>Capstone Learnings</i>	<i>150 points</i>
<b><i>TOTAL</i></b>	<b><i>1000 points 100%</i></b>

*Final grades will be determined as follows:*

<i>A</i>	<i>93-100%</i>
<i>A-</i>	<i>90-92%</i>
<i>B+</i>	<i>87-89%</i>
<i>B</i>	<i>83-86%</i>
<i>B-</i>	<i>80-82%</i>
<i>C+</i>	<i>77-79%</i>
<i>C</i>	<i>73-76%</i>
<i>C-</i>	<i>70-72%</i>
<i>D+</i>	<i>67-69%</i>
<i>D</i>	<i>60-66%</i>
<i>E</i>	<i>0-59%</i>

Rounding: I round when assigning grades. When the grade falls at a .5, I will round up.

*Assignment Information in depth*

***RUBRIC FOR GRADING THE SOCIAL MEDIA PLAN***

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Not completed</i>
	<i>140-150</i>	<i>130-139</i>	<i>120-129</i>	<i>110-119</i>	<i>0</i>
<i>Completeness</i>	<i>SMP has</i>	<i>SMP has</i>	<i>SMP has some</i>	<i>Missing</i>	

<b>(25%)</b>	<b>material related to all parts of the template selected. Sections are complete.</b>	<b>material related to most parts of the template selected. Sections are mostly complete.</b>	<b>sections that are missing material related to all parts of the template selected or some sections are incomplete.</b>	<b>significant sections or information.</b>	
<b>Quality (25%)</b>	<b>Information is of outstanding quality (recent, useful, relevant).</b>	<b>Information is of good quality (recent, useful, relevant).</b>	<b>Information is of adequate quality (somewhat dated, occasionally not useful or relevant).</b>	<b>Information is of poor quality (dated, not useful or relevant).</b>	
<b>Coherent, clear, persuasive (25%)</b>	<b>Writing is clear, compelling and with no spelling or grammar errors.</b>	<b>Writing is straightforward, understandable and avoids most grammar or spelling errors.</b>	<b>Writing has significant problems.</b>	<b>Writing quality is poor, difficult to read.</b>	
<b>Analysis (25%)</b>	<b>SWOT analysis is exceptional, and clearly details the company or brand's paramount issues</b>	<b>SWOT analysis is good, identified company or brand's important issues.</b>	<b>SWOT analysis is fair, identifies straightforward issues.</b>	<b>SWOT analysis is poor, issues identified seem unrelated to the rest of the SMP.</b>	

**Rubric for Discussion posts**

	<b>Initial Post</b>	<b>Initial Reply</b>
<b>Meets fully (meets word count, substantive and insightful comments)</b>	<b>5</b>	<b>5</b>
<b>Meets partially (not substantive; short of word)</b>	<b>2.5</b>	<b>2.5</b>



count)		
No post	0	0

**Important note on grading for Capstone**

Unlike many of your previous UF Graduate coursework, much of the grading on your Capstone project will be subjective on the part of the instructor. For example, you will note there are no “minimum” number of Contact Reports due; rather, this is a flexible part of the class as the number of Contact Reports will be determined by you and your client. I will be relying on over two decades experience in this business when I am grading much of your work. My goal is to expect the type of work I want to see from my agency and my team members, and my mentoring of you will be done in that same light.

**Schedule/Due Dates**

Your initial discussion posts are due on Thursday, by 11pm EST, and your comments/discussion responses on Saturday, by 11pm EST.

Discussion posts will be due on select weeks. Client Contact Reports will be due as completed. Contact Reports should be emailed to me at [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) and clearly labeled (for example: Hughes Contact Report #1 or #3 etc.) Evergreen Content should be developed during Weeks 6 - 11.

**University Policies**

**University Policy on Accommodating Students with Disabilities:**

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

**\*\*Netiquette: Communication Courtesy:**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

***Class Demeanor:***

***Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.***

***My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.***

***At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.***

***Getting Help:***

***For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:***

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

***\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.***

***Other resources are available at <http://www.distance.ufl.edu/getting-help> for:***

- ***Counseling and Wellness resources***  
<http://www.counseling.ufl.edu/cwc/Default.aspx>

***352-392-1575***

- ***Disability resources***
- ***Resources for handling student concerns and complaints***
- ***Library Help Desk support***

***Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.***

***Course Evaluation:***

*Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>*

*Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>*

***University Policy on Academic Misconduct:***

*Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>*

*The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:*

*Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.*

*The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."*

*On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:*

*"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

*For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.*

## **ACADEMIC HONESTY**

*All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the*

*requirements of every assignment. At a minimum, this includes avoiding the following:*

***Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.***

***Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.***

***Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.***

***Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.***

***Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>***

***If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.***

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**Capstone Summer 2016  
Weekly Course Work and Schedule**

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**WEEK ONE—May 9-15  
Course introduction and Marketing Overview**

There will be a live class this week on Wednesday at 7 pm ET. The Adobe Connect link is:

[https://uflcoj.adobeconnect.com/sm\\_capstone\\_hughes/](https://uflcoj.adobeconnect.com/sm_capstone_hughes/)

This is a mandatory attendance class as we will be not only sharing and overview of the class but we will learn about the Adobe Connect system.

The class will be recorded and available for viewing at your convenience, but this class will set the stage for your Capstone work.

**Focus on:**

- *The strategic marketing plan—an overview.*
- *How the Social Media Plan fits into the SMP*

*The Capstone Social Media Plan is a key element of the client's overall strategic marketing plan. While your client may not have a full SMP, an understanding of a SMP will help you understand the role Social Media can play in impacting your client's business and brand. These articles will give a quick overview of how to create an SMP:*

*Readings /Viewing*

*Creating the SMP (article and video):*

<http://www.entrepreneur.com/article/43018>

*Market Research for the SMP:*

<http://www.entrepreneur.com/article/43024>

*Elements of the SMP:*

<http://www.entrepreneur.com/article/43026>

*Discussion Topic*

*Read this article on how Content Marketing fits in the Strategic Marketing Plan:*

<http://contentmarketinginstitute.com/2014/05/where-content-marketing-fits-plan/>

*The article and infographic raises a number of differences between traditional marketing and Content marketing. In your Discussion post, please explain how you think Content Marketing plays a part in a Social Media Plan, and share two examples of how. Then, please comment on the responses of at least one classmate. In expressing your own opinion, do so critically (i.e., finding both commonalities and differences) but also respectfully and thoughtfully.*

*Discussion assignment posted: Thursday by 11PM ET.*

*Respond to at least one classmate: Saturday by 11PM ET.*

***Client name and rationale (why you chose your client and what your expectations for the plan will be): Saturday by 11PM ET.***

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***WEEK TWO: May 16-22***

***Developing the Social Media Marketing Plan***

***Focus on***

- Elements of the Social Media plan
- The client/agency relationship
- ***Client expectations***

***Readings/Viewing***

*Creating a Social Media Marketing Plan* C. Williamson

<http://www.slideshare.net/corywilliamson/creating-a-social-media-plan-2529114>

*How To Create A Social Media Marketing Plan* Hootsuite U

<http://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

***Discussion Topic***

Read this article on the role of paid, owned and earned media in your social media marketing strategy:

<http://www.forbes.com/sites/danielnewman/2014/12/03/the-role-of-paid-owned-and-earned-media-in-your-marketing-strategy/>

Is one of the three elements of the paper—paid, owned, and earned—more important than the others in a social media plan? Which do you think is most important to your social media marketing efforts? Why?

***Discussion assignment posted: Thursday by 11PM ET.***

***Respond to at least one classmate: Saturday by 11PM ET.***

***Scope of Work for SMP: Saturday by 11PM ET.***

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***WEEK THREE: May 23-29***

***Social Media and Consumer Behavior***

There will be a live class this week on Monday at 7pm ET. The Adobe Connect link is:

[https://uflcoj.adobeconnect.com/sm\\_capstone\\_hughes/](https://uflcoj.adobeconnect.com/sm_capstone_hughes/)

The class will be recorded and available for viewing at your convenience should you not be able to attend.

***Focus on***

- ***Social Media's influence on consumer behavior***

***Readings***

***Top Ways that Social Media Influences Consumer Behavior by Elmerraji***

***<http://tcapushnpull.com/social-media-2/top-ways-that-social-media-influences-consumer-behavior/>***

***Social Media and its Impact on Consumers Behavior by Ioanas***

***[http://www.ijept.org/index.php/ijept/article/view/Social\\_Media\\_and\\_its\\_Impact\\_on\\_Consumers\\_Behavior](http://www.ijept.org/index.php/ijept/article/view/Social_Media_and_its_Impact_on_Consumers_Behavior)***

- ***Note—to read this paper, click the link to download the PDF under the text 'FULL TEXT'***

***Discussion topic***

***In the Elmerajji article (the first reading for the week), the author shares 4 points about how social media is shaping the purchasing decision. Choose 2 of the 4 and share how those points will aid you in developing your client's Social Media Plan, explaining why.***

***Discussion assignment posted: Thursday by 11PM ET.***

***Respond to at least one classmate: Saturday by 11PM ET***

***Client Situation Analysis including the Plan Goals and Strategies: Saturday by 11PM ET.***

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**WEEK FOUR: May 30-June 5**

**The Rules of Engagement**

***Focus on***

- Permission vs. Interruption Marketing
- Rules of Engagement
- Ethics of Social Media

***Readings/Viewing***

*The Rules of Social Media Engagement* B. Solis

<http://www.briansolis.com/2011/03/the-rules-of-social-media-engagement/>

*Permission Marketing vs. Interruption Marketing*

<https://www.youtube.com/watch?v=tT8GxfTSMiY>

*Clicking Through to the Ethics of Social Media Terms of Service: Three Case Studies* I. Raicu

<http://www.scu.edu/ethics/practicing/focusareas/technology/internet/terms-of-service.html>

*Unavoidable Ethical Questions about Social Media*

<http://www.scu.edu/ethics/publications/submitted/social-networking.html>

### ***Discussion Topic***

Find an instance of an unethical social media issue and share it with the class. If you were the social media manager for the company/brand involved, what would your next steps be to address the issue?

***Discussion assignment posted: Thursday by 11PM ET.***

***Respond to at least one classmate: Saturday by 11PM ET***

***SMP Goals and Strategies: Thursday by 11PM ET.***

***Outline of SMP: Saturday by 11PM ET.***

### ***Suggested Viewing***

***UF Panel discussion on social media ethics with Prof. Clay Calvert***

<https://www.youtube.com/watch?v=-A6bjrYfmpY>

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## **WEEK FIVE: June 6-12**

### ***Goals and Strategies***

There will be a live class this week on Monday at 7pm ET. The Adobe Connect link is:

[https://uflcoj.adobeconnect.com/sm\\_capstone\\_hughes/](https://uflcoj.adobeconnect.com/sm_capstone_hughes/)

The class will be recorded and available for viewing at your convenience should you not be able to attend.

### ***Focus on***



- Social Media Planning Cycle
- Setting Goals
- Establishing Strategies
- **Call To Action**

### **Readings**

***A Step by Step Guide to Creating a Social Media Strategy Hootsuite U***

***<http://blog.hootsuite.com/guide-to-creating-a-social-media-strategy/>***

***How to Set Measureable Goals for Your Social Media Marketing D. Praeger***

***<http://unbounce.com/social-media/how-do-you-measure-your-social-media-marketing/>***

***Use SMART Goals to Set Your Social Media Strategy G. Moran***

***<http://marketingthink.com/use-smart-goals-get-social-media-strategy-shape/>***

### **Discussion topic**

***Choose a social media channel used by one of your favorite companies or brands. Share how you are seeing they use the SMART goal setting process in their use of that social media channel. Then, explain how YOU will use the SMART goal setting process in your client's Social Media Plan.***

***Discussion assignment posted: Thursday by 11PM ET.***

***Respond to at least one classmate: Saturday by 11PM ET***

***SMP Rough Draft Saturday by 11PM ET.***

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## **WEEK SIX: June 13-19**

### ***The Target Audience***

#### ***Focus on***

- The optimal target audience
- ***Where are they online?***
- ***What do they talk about?***
- ***Are Millennials "different"?***

#### ***Readings/Viewings***

##### ***Millenials on Social Media***

***<https://www.youtube.com/watch?v=GClGJDarUxA>***

##### ***Finding Your Audience on Social Media***

<http://www.marketingdonut.co.uk/marketing/internet-marketing/social-media-and-online-networking/finding-your-audiences-on-social-media>

**Discussion topic**

**Find an article on how Millennials are using social media; share that link/article with the class and explain how you will approach the Millennial target audience in your plan and why. (Or, if your plan will does not target Millennials, explain that and why not!)**

**Discussion assignment posted: Thursday by 11PM ET.**

**Respond to at least one classmate: Saturday by 11PM ET**

**Final Social Media Plan: Saturday by 11PM ET.**

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**WEEK SEVEN: June 20-26**

**Individual Consultations as Needed**

**Focus on**

- Your client plan
- Individual updates with Prof. Hughes (these will be conducted via Adobe Connect by appointment.)

**Discussion Topic**

Read “The Questions Social Media Managers Should Ask” located at:  
<http://sproutsocial.com/insights/social-media-managers-clients/>

Of the points raised by the author, which, as a marketer/communicator, do you feel will most important to your Capstone Social Media Plan client? Please explain why.

**Discussion assignment posted: Thursday by 11PM ET.**

**Respond to at least one classmate: Saturday by 11PM ET**

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**WEEK EIGHT: June 27-July 3**

**Benefits of Social Media Marketing**

**Focus on**

- The Benefits of Social Media Marketing

**Readings**

***The Top Benefits of Social Media Marketing***

<http://www.pamorama.net/2013/06/30/the-top-benefits-of-social-media-marketing-infographic/>

**Discussion topic**

Read "The Top Ten Benefits of Social Media Marketing" located at:

<http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/>

Of the ten points raised by the author, which, as a marketer/communicator, do you feel will most impact your Capstone Social Media Plan. Will they be a positive or a negative impact? Please explain why.

**Discussion assignment posted: Thursday by 11PM ET.**

**Respond to at least one classmate: Saturday by 11PM ET**

**WEEK NINE: July 4-10**

**Peer Draft Plan Review**

**Focus on**

- **Review of peer Social Media Plan as assigned by Prof. Hughes**

**Discussion topic**

Read the Harvard Business Review article *What's Your Social Media Strategy* located here:

<https://hbr.org/2011/07/whats-your-social-media-strategy>

**On the left hand side of the page you will a grey box titled *Understanding Your Current Social Media Strategy: A Quiz*. Take the quiz for your client's and your Capstone Social Media Plan. Share with us your Dominant Approach as shown by the quiz results and explain whether, in that view, you are using the strategy that best suits your client's resources and goals or if you see a change is needed. Please explain why.**

**Discussion assignment posted: Thursday by 11PM ET.**

**Respond to at least one classmate: Saturday by 11PM ET.**

**Email your SMP to your assigned reviewer by 11PM ET Monday, Oct 19.**

**Peer Reviewed SMP: emailed back to author and posted in Assignments tab Sunday, Oct 25 by 11PM ET.**

**WEEK TEN: July 11-17**  
**Individual Consultations as Needed**

***Focus on***

- Your client plan
- Individual updates with Prof. Hughes (Conducted via Adobe Connect.)
- Presentation of your Plan Review with Prof. Hughes during your Individual Update

***Reading***

*The New Conversation: Taking Social Media From Talk to Action* The Harvard Business Review

[https://hbr.org/resources/pdfs/tools/16203\\_HBR\\_SAS\\_Report\\_webview.pdf](https://hbr.org/resources/pdfs/tools/16203_HBR_SAS_Report_webview.pdf)

***Discussion topic***

Read *How To Fire Back at an Angry Customer on Social Media* P. Glasca at

<http://www.entrepreneur.com/article/237196>

Please discuss how you and your client can best deal with angry customers or negative posts on your Social Media platforms?

***Plan review: Saturday by 11PM ET (During Individual Consultations.)***

***Discussion assignment posted: Thursday by 11PM ET.***

***Respond to at least one classmate: Saturday by 11PM ET***

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**WEEK ELEVEN: July 18-24**

**Beginning to Wrap Up—Evergreen Content Due**

There will be at least two live classes this week, with the first on Monday at 7pm ET.

The Adobe Connect link is:

[https://uflcoj.adobeconnect.com/sm\\_capstone\\_hughes/](https://uflcoj.adobeconnect.com/sm_capstone_hughes/)

You will have 15 minutes to present your final SMP to your classmates during one of the class sessions this week. Please plan on attending at least ONE of the other classes this week as you will be joining your classmates as they present their final SMP.

The classes will be recorded. At least one more additional class will be scheduled.

- ***During these live classes, you will be presenting your Capstone Social Media Plan to Prof. Hughes and those classmates who attend. For this presentation you may use PowerPoint, Prezi, a Wordpress type of web program or other appropriate software.***
- ***Please upload your presentation to Canvas under the Assignments tab as a backup in case there are issues with the Canvas classroom.***

***Focus on***

- Finalizing your Social Media Capstone Social Media Plan
- Finalizing the Evergreen Social Media Content materials and calendar

***Readings/Viewings***

*How To Pitch Social Media* R. Bouchez

<http://inovediamarketing.wordpress.com/2012/09/01/how-to-pitch-social-media-a-new-client-presentation-outline-for-digital-marketers/>

*Ten Superb Social Media Presentations* C. Lake

<https://econsultancy.com/blog/3982-10-superb-social-media-presentations>

***No Discussion topic this week.***

***Evergreen Content Calendar and content for one month after class ends: Saturday by 11PM ET.***

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***WEEK TWELVE: July 25-31 Class  
Capstone Social Media Plan Presentations***

***Focus on***

- ***Submit your Capstone Social Media Plan learnings to Prof. Hughes under the Assignments tab in Canvas by Saturday, 11pm EST. For this presentation you may use PowerPoint, Prezi, a Wordpress type of web program or other appropriate software. (This is NOT a live presentation...it is just using presentation format software.)***

***There is no homework or discussion topic this week.***

**Sunday: give big sigh of relief.**