MMC6936 Social Media Advertising for Conversions
Lead Generation and Management
Spring 2018

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Office Hours: There will be no Office Hours for this course. Please email any questions or comments to saranewton@ufl.edu and ensure the subject line reads "YOUR LAST NAME | SUBJECT OF QUESTION."

Course Website: www.elearning.ufl.edu

Course Instructor: This course is taught by Sara Newton.

Sara began her digital marketing career at Zimmerman Advertising in South Florida before moving to New York City to continue in the advertising industry in the beginning of 2016.

In Florida, she spent her time at Zimmerman Advertising, as their Associate Social Media Director, providing social strategic point of view for Party City, Michaels Arts & Crafts, Sam's Club, Chico's, White House | Black Market, Soma Intimates, Five Below and New Business ventures while leading a team of ten. She is now the Paid Social Media Director at Zenith, a Publicis Media agency leading Verizon business. Excelling in driving client goals, she has helped agencies take social media ROI metrics from engagements to lower funnel conversions.

Sara received a Bachelor of Science in Interpersonal and Organizational Communications and Magazine Journalism from the University of Central Florida. Sara is the founder of Her Campus at UCF, Contributing Writer for Elite Daily and Fashion Marketing student at Parsons School of Design.

Follow her via social for the latest opinions on all things social media, NYC food and her own #OverheardInNewYork one-liners: @SaraAliceNewton.

Course Communication: There will a FAQ discussion forum for general questions within Canvas.

Should a question be personal or of greater detail than the FAQ forum, please email saranewton@ufl.edu. Please ensure the subject line reads "YOUR LAST NAME | SUBJECT OF QUESTION."

Course Description: Master the ins and outs of generating one of the richest forms of social action – a lead. While CMOs might be warming up to the idea of giving paid social 12% instead of 11% of their budget, they want to see ROI. Not Likes, Comments or Shares…sales. You will learn how to execute techniques that generate upper and lower funnel conversions on the most popular social media platforms. You will dive deeper, focusing on the most advanced targeting platform – Facebook – to develop the roadmap in overcoming the algorithm, forecasting benchmarks, budgeting and optimizing. Finally, you will master how to report on all the techniques you've learned to provide clients with best-in-class data, insights and recommendations on your lead generation ads.

Course Objectives
By the end of this course, students will be able to:
- Formulate and ask the right questions to gain all details for a paid social media ad brief
- Ideate and focus on the social listening research that goes into planning social lead generation strategies
- Create paid social lead generation goals, objectives and benchmarks per campaign, per platform
- Recommend and guide creative teams to build per platform, per ad product
- Understand the process to guide development teams to place platform pixels on driving landing pages/e-commerce websites to ensure social tracking against campaigns + QA checking the firing of these implementations
- Read insights and identify optimizations for running ads within Facebook, Twitter, Instagram, LinkedIn, Pinterest and Snapchat

- Measure ad performance and ROI for campaigns optimized for lead generation

Course Goal: This course teaches students the skills and best practices of

professional paid social media advertisers. They will learn where, how and why businesses are using paid social media for lead generation. This course will cover strategy, creative direction, ad products per platform and reporting on Facebook, Twitter, Instagram, Pinterest, LinkedIn and Snapchat.

Why is this course important? Social media is an important leg in the marketing mix. Paid social media advertisers need to know how to think, communicate and execute on being a strong part of the ad plan (traditional and digital). This course will teach students how to map out an integrated ad plan that outlines generating upper and lower funnel conversions on the most popular social media platforms.

The course will dive deeper into the most advanced ad targeting platform – Facebook – to develop the roadmap in overcoming the algorithm, forecasting benchmarks, budgeting, the difference between Ads Manager and Power Editor and optimizing.

And finally, students will learn how to master reporting to provide future clients with best-in-class data, insights and recommendations for future lead generation ads.

Expectations: Expectations for this course include completing work on time and participating in discussions in a professional manner while respecting your instructor and fellow students.

Required Text
1. Make Social Media Work for your Business: The complete guide to marketing your business, generating leads, finding new customers and building your brand on Facebook, Twitter, LinkedIn, Slideshare, Pinterest, Instagram, Google+, Tumblr, YouTube and Foursquare.
2. Facebook and Instagram Ads Guide
3. Twitter Ads Guide
4. Pinterest Ads Guide
5. Snapchat Ads Guide

Prerequisite knowledge and skills: Basic, personal user, understanding of the social platforms outlined in this course are the required prerequisite. If you do not have a Facebook, Twitter, Instagram, Pinterest, LinkedIn and/or Snapchat accounts, please sign-up and become active ASAP.

Ownership Education: As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Teaching Philosophy: All students learn at a different pace, as your instructor, it's my job to reach you at your pace. I'm committed to you and hope, in turn, you'll be committed to this course too.

Instructional Methods: Below is the overall breakdown of semester work:
- Weekly recorded lectures to cover all module topics
- Weekly readings from assigned books and external sources
- 5 writing assignments based on weekly discussions, readings and/or lectures
- 12 discussion posts based on topics in either readings, lectures or external material
- 4 quizzes based on weekly discussions, readings, lectures or external material
- 2-3 guest speaker recordings from social media lead generation and integrated digital lead generation experts
- 1 Mid-semester project: first half of the final project
- 1 Final project: semester-long comprehensive and strategic social media ad plan for an e-commerce and brick-and-mortar client

Attendance Policy: Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday – Friday, to check for course updates in the announcements and discussion sections of the site.

Late Work and Make-up Policy: Deadlines are critical to this class. All work is due on or before the due date. No late assignments will be accepted for full credit without prior communication between instructor and student is approved, unless the lateness is due to an excused absence such as illness or catastrophic emergency that can be documented. This is true for all assignments, discussion boards, case studies, etc.

- Assignments less than one hour late will be docked 20%
- Assignments more than an hour late, but less than 24 hours late will be docked 50%
- Assignments more than 24 hours late will receive the score of "0"

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Suggested technical issue policy: 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. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: https://www.dso.ufl.edu/care/medical-withdrawal-process/ .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at trobbert@jou.ufl.edu .

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with University policies that can be found in the online catalogue at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

The new lecture begins on the Monday of each week.

Coursework: In general, most coursework will be submitted through Canvas.
- Writing Assignments   In Canvas
- Discussions   In Canvas
- Quizzes   In Canvas
- Mid-semester Project   In Canvas
  (potentially in Power Editor)
- Final Project   In Canvas
  (potentially in Power Editor)

Deadlines: This class, like others, involves many deadlines. The new lecture begins on the Monday of each week:

Writing Assignments   6 PM EST Fridays the week of lecture
Discussions   6 PM EST Thursdays the week of lecture
Quizzes   6 PM EST Tuesdays the week assigned for the week prior
Mid-semester Project   6 PM EST last Friday at the half of the semester
Final Project   6 PM EST Friday of the last day of semester

Grading: Your work will be evaluated according to this distribution on an 100-point scale with weighted categories:

COURSE WORK ITEM	PERCENTAGE
Writing Assignments (5 total)	15%
Discussions (12 total)	24%
Quizzes (4 total)	16%
Mid-Semester Project (1 total)	20%
Final Project (1 total)	25%

The final grade will be awarded as follows:
A   100%   to   93%

A-   < 92%   to   90%
B+   < 90%   to   87%
B   < 87%   to   83%
B-   < 82%   to   80%
C+   < 80%   to   77%
C   < 77%   to   73%
C-   < 72%   to   70%
D+   < 70%   to   67%
D   < 67%   to   63%
D-   < 62%   to   60%
F   < 59%   to   0%

https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Weekly Lectures: The Instructor will post a lecture (video and non-video) to Canvas for 10 of the 12 weeks and two additional videos – one is an introduction to the course and course topic and the other will cover the syllabus. These lectures will vary in length depending on the material. It is your responsibility to watch each of the videos.

Open communication and keeping up with each lesson will give you the chance to ask questions directly to the instructor. The aim is for this interaction is to provide you with more skills and ideas for your assignments and story writing.

Although it is possible to watch the pre-recorded lectures at any time and at any pace, keeping up with the week to week lesson according to the schedule will be easier as many build off the other along with the weekly readings.

Course Work Item

Writing Assignments: This workload will allow you to put "pen-to-paper" regarding the lectures each week. A completed Writing Assignment will clearly and accurately exercise the lecture taught with actionable ideas. Each Writing Assignment will have a topic, delivered at the beginning of the week allowing you the week to complete. Utilizing all learnings and personal outside material is allowed and highly encouraged. All Writing Assignments will be posted to Canvas

and due on Friday.

Discussions: This workload will allow you to engage in conversation with your instructor and fellow students regarding the lectures each week. A completed Discussion will show participation with the topic, comments within your peer discussions, guided questions/comments that align with the weekly course work and, also, participation with fellow students. Each Discussion will have a topic, delivered at the beginning of the week allowing you majority of the week to complete. Each student will be required to respond to 2-3 of their peer posts, encouraging conversation. Utilizing all learnings and personal outside material is allowed and highly encouraged. All Discussions will be posted to Canvas and due on Thursday.

Quizzes: This workload will allow you to quiz your understanding of the weekly lectures. A passed Quiz will aid in the execution of your Mid-Semester Project and Final Project. Each week the Quiz will recap the learnings of the week lecture prior. All Quizzes will be completed to Canvas and due on Tuesdays.

Mid-Semester Project: Your Mid-Semester Project will cover all lectures Weeks 1-6. You will submit the Word/PowerPoint documents necessary for evaluation. It will embody strategy, budgeting and creative. All Mid-Semester Projects will be turned into Canvas on the last Friday before the end of the semester.

Final Project: Your Final Project will cover all lectures Weeks 1-12 throughout the semester. You will submit the Word/PowerPoint documents necessary for evaluation. It will embody strategy, budgeting, execution, optimization, creative, pixels, reporting, etc. All Final Projects will be turned into Canvas on the last Friday before the end of the semester.

Rubric

	100-90 Excellent	**89-80 Good**	**Less than 80 Unsatisfactory**
Topic – 15%	Competently describes and contextualizes subject matter of	Capably describes subject matter of assignment with	Fails to fully describe subject matter of assignment or

	assignment.	some context	fails to contextualize it
Sourcing – 15%	Refers not only to course learnings but to substantial outside materials. Web links and other multi-media content may be present.	Refers to course learnings and some outside materials.	Little reference is made to course learnings and there is no evidence of outside materials.
Relevance – 20%	Thoroughly cites own experiences or real life incidents to highlight learnings.	Cites some relevant experiences or real life incidents to give additional context.	Material is presented without real world relevance.
Insight – 25%	Compelling, focused and persuasive views are offered.	The paper falters at times, but the main point is clear.	Point is unclear, either through misunderstanding or lack of focus.
Writing – 10%	Precise syntax and superior usage of grammar, punctuation and spelling result in a coherent and intelligible piece	Syntax is clear and the relatively few grammar, punctuation or spelling errors do not impede understanding.	Syntax is not always clear with grammar, punctuation and spelling errors noticeable. This may disrupt understanding.

	of work.		
Shareable – 15%	Approach is creative and applicable to platforms chosen for sharing. Compelling posts lead to impressive numbers of favorites, shares and/or retweets. There is an increase in numbers of followers	Some consideration has been taken to the approach but may not be entirely applicable to platforms chosen. Posts led to some sharing. There may be new followers.	Limited potential for content to be shared based on lack of understanding of platforms selected or a lack of creative content.

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 Sakai, please contact the UF Help Desk at:

● 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 14 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.

Schedule

Course Introduction: Meet + Greet

Course Introduction Video:
• You will learn an overview of social media and how the it integrates into driving lead generation as a good part of the digital mix
• You will begin to consider why this area of concern is important

Course Syllabus
• Explanation of course requirements and course workload

Week One: Believing in Social Media

Learning Objectives
- By the end of the week you will be able to buy into the idea that social media can drive lead generation for brands
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- Believing in Social Media and Its Power to Drive Leads Lecture

Required Readings
- Make Social Media Work for your Business: Book Nine; Pages 633-677

Assignments

- The Believing in Social Media and It's Power to Drive Leads Lecture will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Thursday by 6pmEST and the Writing Assignment will be due on Friday by 6pmEST both within Canvas.

Week Two: Snapchat and LinkedIn

Learning Objectives
- By the end of the week you will understand the impact Snapchat and LinkedIn have on lead generation within their respective platforms and why brands use it
  o You'll understand the user experience on each platform and how your ads would be consumed
  o You'll gain insight into which ad products and targeting details to use to be most successful
  o You'll understand creative dos and don'ts
  o You'll be able to read analytics to report on your results
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- Why Snapchat and LinkedIn? Lecture

Required Readings
- [Make Social Media Work for your Business](#): Book Five and Book Nine; Pages 591
- [Snapchat Ads Guide](#)

Assignments
- The Why Snapchat and LinkedIn? Lecture will require 1 Discussion. The Discussion will be due on within Canvas.

Week Three: Twitter

Learning Objectives
- By the end of the week you will understand the impact Twitter has on lead

generation and why brands use it

- o You'll understand the user experience on each platform and how your ads would be consumed
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- Why Twitter? Lecture

Required Readings
- [Make Social Media Work for your Business](): Book Two; Pages XXX-XXX
- [Twitter Ads Guide]()

Assignments
- The Why Twitter? Lecture will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Thursday by 6pmEST and the Writing Assignment will be due on Friday by 6pmEST both within Canvas.

Week Four: Twitter

Learning Objectives
- By the end of the week you will have a greater understanding of how to drive lead generation on Twitter
    - o You'll understand the user experience on each platform and how your ads would be consumed
    - o You'll gain insight into which ad products and targeting details to use to be most successful
    - o You'll understand creative dos and don'ts
    - o You'll have a chance to see the interface of branded Ad Dashboards
    - o You'll be able to read analytics to report on your results
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- How To Drive Leads on Twitter Lecture

Required Readings
- [Make Social Media Work for your Business](): Book Two; Pages XXX-XXX
- [Twitter Ads Guide]()

Assignments
- The How To Drive Leads on Twitter Lecture will require 1 Discussion and 1 Quiz. The Quiz will be due on Tuesday by 6pmEST (tested on the week prior) and the Discussion will be due on Thursday by 6pmEST both within Canvas.

Week Five: Facebook

Learning Objectives
- By the end of the week you will understand the impact Facebook has on lead generation and why brands use it
    o You'll understand the user experience on each platform and how your ads would be consumed
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- Why Facebook? Lecture

Required Readings
- [Make Social Media Work for your Business](): Book One; Pages XXX-XXX
- [Facebook and Instagram Ads Guide]()

Assignments
- The Why Facebook? Lecture will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Thursday by 6pmEST and the Writing Assignment will be due on Friday by 6pmEST both within Canvas.

Week Six: Facebook

Learning Objectives

- By the end of the week you will have a greater understanding of how to drive lead generation on Facebook
  - You'll understand the user experience on each platform and how your ads would be consumed
  - You'll gain insight into which ad products and targeting details to use to be most successful
  - You'll understand creative dos and don'ts
  - You'll have a chance to see the interface of branded Ad Dashboards
  - You'll be able to read analytics to report on your results
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- How To Drive Leads on Facebook, Part 1 Lecture

Required Readings
- [Make Social Media Work for your Business](): Book One; Pages XXX-XXX
- [Facebook and Instagram Ads Guide]()

Assignments
- The How To Drive Leads on Facebook, Part 1 Lecture will require 1 Discussion and the Mid-Semester Project. The Project will be due on Tuesday by 6pmEST (put together by all learnings thus far) and the Discussion will be due on Thursday by 6pmEST both within Canvas.

Week Seven: Facebook

Learning Objectives
- This week will be a continued lecture on How To Drive Leads on Facebook, Part 1. By the end of the week you will have a greater understanding of how to drive lead generation on Facebook
  - You'll understand the user experience on each platform and how your ads would be consumed
  - You'll gain insight into which ad products and targeting details to use to be most successful
  - You'll understand creative dos and don'ts

- o You'll have a chance to see the interface of branded Ad Dashboards
- o You'll be able to read analytics to report on your results
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- How To Drive Leads on Facebook, Part 2 Lecture

Required Readings
- [Make Social Media Work for your Business](): Book One; Pages XXX-XXX
- [Facebook and Instagram Ads Guide]()

Assignments
- The How To Drive Leads on Facebook, Part 2 Lecture will require 1 Discussion and 1 Quiz. The Quiz will be due on Tuesday by 6pmEST (tested on the week prior) and the Discussion will be due on Thursday by 6pmEST both within Canvas.

Week Eight: Instagram

Learning Objectives
- By the end of the week you will understand the impact Instagram has on lead generation and why brands use it
    - o You'll understand the user experience on each platform and how your ads would be consumed
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- Why Instagram? Lecture

Required Readings
- [Make Social Media Work for your Business](): Book Six; Pages XXX-XXX
- [Facebook and Instagram Ads Guide]()

Assignments
- The Why Instagram? Lecture will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Thursday by 6pmEST and the Writing Assignment will be due on Friday by 6pmEST both within Canvas.

Week Nine: Instagram

Learning Objectives
- By the end of the week you will have a greater understanding of how to drive lead generation on Instagram
    o You'll understand the user experience on each platform and how your ads would be consumed
    o You'll gain insight into which ad products and targeting details to use to be most successful
    o You'll understand creative dos and don'ts
    o You'll have a chance to see the interface of branded Ad Dashboards
    o You'll be able to read analytics to report on your results
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- How To Drive Leads on Instagram

Required Readings
- [Make Social Media Work for your Business](): Book Six; Pages XXX-XXX
- [Facebook and Instagram Ads Guide]()

Assignments
- The How To Drive Leads on Instagram Lecture will require 1 Discussion and 1 Quiz. The Quiz will be due on Tuesday by 6pmEST (tested on the week prior) and the Discussion will be due on Thursday by 6pmEST both within Canvas.

Week Ten: Pinterest

Learning Objectives

- By the end of the week you will understand the impact Pinterest has on lead generation and why brands use it
  - You'll understand the user experience on each platform and how your ads would be consumed
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- Why Pinterest? Lecture

Required Readings
- [Make Social Media Work for your Business](): Book Four; Pages XXX-XXX
- [Pinterest Ads Guide]()

Assignments
- The Why Pinterest? Lecture will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Thursday by 6pmEST and the Writing Assignment will be due on Friday by 6pmEST both within Canvas.

Week Eleven: Pinterest

Learning Objectives
- By the end of the week you will have a greater understanding of how to drive lead generation on Pinterest
  - You'll understand the user experience on each platform and how your ads would be consumed
  - You'll gain insight into which ad products and targeting details to use to be most successful
  - You'll understand creative dos and don'ts
  - You'll have a chance to see the interface of branded Ad Dashboards
  - You'll be able to read analytics to report on your results
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch

- How To Drive Leads on Pinterest Lecture

Required Readings
- [Make Social Media Work for your Business](): Book Four; Pages XXX-XXX
- [Pinterest Ads Guide]()

Assignments
- The How To Drive Leads on Pinterest Lecture will require 1 Discussion and 1 Quiz. The Quiz will be due on Tuesday by 6pmEST (tested on the week prior) and the Discussion will be due on Thursday by 6pmEST both within Canvas.

Week Twelve: Recap

Learning Objectives
- By the end of the week you will be a believer in social media driving lead generation
    o You'll be able to strategically write an ad plan
    o You'll be able to guide a team building your creative
    o You'll be able to execute and optimize running ads
    o You'll be able to read analytics to report on your results
- While some knowledge, skills or competencies might come from readings, lectures, or assignments, please formulate and ask the right questions to gain

Watch
- Lead Generation on Social Round Up Lecture

Required Readings
- Revisit [Make Social Media Work for your Business]()
- Revisit all Ad Guides

Assignments
- The Lead Generation on Social Round Up Lecture will require 1 Discussion and the Mid-Semester Project. The Project will be due on Thursday (put together further after your Mid-Semester Project including all learnings throughout the semester) and the Discussion will be due on Tuesday by 6pmEST both within Canvas.

Disclaimer: This syllabus represents current plans and objectives. As we go through the semester, those plans may change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.