

MMC6936 Social Media Advertising for Conversions  
Fall 2018

**Instructor:** @SaraAliceNewton, [saranewton@jou.ufl.edu](mailto:saranewton@jou.ufl.edu)

**Office Hours:** There will be no 'official hours' Office Hours for this course. Questions and ideas are welcomed 24/7! Please message within Canvas or email any questions or comments to [saranewton@jou.ufl.edu](mailto:saranewton@jou.ufl.edu) and ensure the subject line reads "TOPIC OF QUESTION."

**Course Website:** [www.elearning.ufl.edu](http://www.elearning.ufl.edu)

**About Your Instructor:** After graduating from the University of Central Florida, Sara began her digital marketing career at Zimmerman Advertising in South Florida before moving to New York City in 2017.

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's Wireless and Fios business and a team of 15. Excelling in driving client goals, she has helped agencies take social media ROI metrics from engagements to lower funnel conversions to drive their bottom line goals. She and her team won a Cannes Lion award in 2017 for their social media work on the Snapchat game "Find the 8", hosted by Verizon during the iPhone 8 launch.

**Course Communication:** Use Canvas messages to communicate with your Instructor. Should a question be personal, please email [saranewton@jou.ufl.edu](mailto:saranewton@jou.ufl.edu). Please ensure the subject line reads "TOPIC OF QUESTION."

**Course Description:** Master the ins and outs of generating one of the richest forms of social action – a lead. CMOs are continuing to warm up to the idea of giving paid social ~12% instead of ~11% of their budget. But they shouldn't care about Likes, Comments or Shares on content...they need to know how paid social can drive qualified traffic and ultimately sales. You will learn how strategize, plan and execute within the major social channels to generate full funnel results across.

Why is this course important?

Social media has an increasingly important part within the marketing mix. Digital buying has been and is expanding more and more into the social space. Digital, mainly, social practice leads need to know how to think, communicate, execute and report on campaigns that add value and contribute to the overall brand comms and goals. This course will expose you to the 'back end' of what consumers don't see in order to make an ad.

### **Course Objectives**

By the end of this course, students will be able to:

- How when and why to use each social platform for paid media
- Understand how to align brand goals with paid social media goals, objectives and KPIs per campaign, per platform
- Research and ideate on social listening findings
- Recommend and guide creative teams how and what to build per ad product, per platform
- Set up buys and identify optimizations via running ads within Facebook, Twitter, Instagram, LinkedIn, Pinterest and Snapchat
- Know how to assess ad performance and ROI for campaigns optimized for all objectives
- Be prepared to take the Facebook Advertising Core Competencies Exam at the end of the Facebook Blueprints and semester lectures

**Course Goal:** This course teaches students how to buy paid social media for clients. Students will learn where, how and why businesses are using paid social media for full funnel objectives; but most of all for leads. This course will cover strategy, social listening, creative, deep dives into Facebook, Twitter, Instagram, Pinterest, LinkedIn and Snapchat and optimizing.

### **Required Text**

1. [Facebook and Instagram Ads Guide](#)
2. [Facebook Creative Hub](#)
3. [Twitter Ads Guide](#)
4. [LinkedIn Ads Guide](#)
5. [Pinterest Ads Guide](#)
6. [Snapchat Ads Guide](#)
7. [Facebook Blueprint](#)

8. [Twitter Flight School](#)
9. [#ASKGARYVEE](#)

**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. All but 1 of the Required Text is FREE. That said, Week 11 will require you to spend \$150 amongst the platforms to get into the platforms and buy yourself.

**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. There will be no lenancy throughout each week if you're unfamiliar with the platforms.

**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 but also at the pace of social media. I'm committed to you and hope, in turn, you'll be committed to this course too. Lectures will not be released in advanced, they will become available to you each Saturday. This will give you through the Sunday of that week to complete all weekly deliverables.

**Instructional Methods:** Below is the overall breakdown of semester work:

- Weekly recorded lectures to cover all module topics
- Weekly readings from assigned book and external e-sources
- 5 writing assignments based on weekly discussions, readings and/or

lectures

- 11 discussion posts based on topics in either readings, lectures or external material
- 4 quizzes based on weekly discussions, readings, lectures or external material
- 4+ guest speaker recordings from social media lead generation and integrated digital lead generation experts
- 1 Final Exam: semester-long comprehensive and strategic social media Exam

**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. Note: weekly lectures release Saturday's and work is due Saturday and Sunday to accommodate all schedules. Lectures will not be released prior to their weekly's start date.

**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 automatically be docked 10 points (from 100% to 90%)
- Assignments more than an hour late, but less than 24 hours late will automatically be docked 30 points (from 100% to 70%)
- Assignments more than 24 hours late will automatically be docked 50 points (from 100% to 50%)

**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](mailto: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>

Lectures will be released weekly, not all at once. The new lecture begins on the Saturday of each week. Since social media changes daily this will allow for the material to be most relevant to you.

**Coursework:** In general, most all coursework will be submitted through Canvas:

- Writing Assignments
- Discussions
- Quizzes
- Final Exam

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

- Writing Assignments - 11:59 PM EST Sunday the week of lecture
- Discussions - 11:59 PM EST Saturday the week of lecture
- Quizzes - 11:59 PM EST Sunday the week of lecture
- Final Exam - 11:59 PM EST on the last day of the semester

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

<b>COURSE WORK ITEM</b>	<b>PERCENTAGE</b>
Writing Assignments (4 total)	21%
Discussions (11 total)	24%
Quizzes (5 total)	25%
Final Exam (1 total)	30%

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:** Lectures (video and non-video) will be posted to Canvas throughout the course, weekly. These lectures will vary in length depending on the material. It is your responsibility to watch each of the videos.

Lectures will be released weekly, not all at once. The new lecture begins on the Saturday of each week. Since social media changes daily this will allow for the material to be most relevant to you.

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.

## Course Work Item

**Writing Assignments:** The workload will show you clearly and accurately understood and can 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 lectures, Quizzes and Writing Assignments including asking me questions regarding your thoughts within ample time of the deadline, is allowed and highly encouraged. All Writing Assignments will be posted to Canvas on the Saturday of the week and due on the following Sunday of the same week.

**Discussions:** This workload will allow you to engage in conversation with your fellow students regarding the lectures each week. A completed Discussion will show understanding of each topic and peer engagement will show participation. Each student will be required to respond to 1-3 of their peer posts, exact instructions will be found within each Discussion. All Discussions will have a minimum word count, exact instructions will be found within each Discussion. Utilizing all lectures, Quizzes and Writing Assignments including asking me questions regarding your thoughts within ample time of the deadline, is allowed and highly encouraged. All Discussions will be posted to Canvas on the Saturday of the week and due on the following Saturday of the same week.

**Quizzes:** This workload will quiz your understanding of the weekly lectures. Each week the Quiz will recap the learnings of the week lecture(s) prior. All Quizzes will be completed to to Canvas on the Saturday of the week and due on the following Sunday of the same week.

**Final Project:** Your Final Exam will cover lessons from lectures 1-12. days to complete it. Utilizing all lectures, Quizzes and Writing Assignments including asking me questions regarding your thoughts within ample time of the deadline, is allowed and highly encouraged. The Final Exam will be turned into Canvas on the last day of the semester.

## Rubric

	<b>100-90 Excellent</b>	<b>89-80 Good</b>	<b>Less than 80 Unsatisfactory</b>
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 multimedia 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 of work.	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.

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.
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### 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 your 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](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.

## Course Schedule

### **Week One: e-Meet and e-Greet + Welcome to Social Media Marketing**

Welcome to the Fall 2018 semester of Social Media Marketing for Conversions. Throughout the semester, you'll get a vast view of the social media landscape and understand the role of each platform. You'll shadow me buying ads and also buy a couple yourselves.

#### Course Introduction & Syllabus

- 'About Me'
- You will learn an overview of the semester long class
- Explanation of course requirements and course workload

#### Welcome to Social Media Marketing

Let's get our feet wet! By the end of the week you will be able to understand why (and a little about how) brands are taking to social media for their marketing efforts and the value it brings them

- o Organic versus Paid
- o Social media versus the rest of digital media and TV
- o User base and advertising spends
- o Government policies on privacy
- o We'll walk through a platform round up
- o We'll review the purchase funnel so you understand how paid social ad products are offered within the same line of thinking
- o We'll review objectives and what defines a lead on social platforms
- o We'll cover off on some best and worst practices

#### Watch

- Sara's About Me
- Sara on Welcome to Social Media Marketing

#### Required Readings

- #ASKGARYVEE Chapter 9, The Platforms 150-178

#### Assignments

- Week 1 will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Saturday by 11:59pmEST and the Writing Assignment will be due on Sunday by 11:59pmEST; all within Canvas.

## **Week Two: Content Creation and Consumption**

'Content is King.' We'll dive into content creation from a brand and influencers POV followed by through the consumer consumption view. By the end of the week, you'll understand the role content plays in top and low performing social media marketing

- o You'll understand the user experience on Facebook, Instagram, Twitter, Snapchat, LinkedIn and Pinterest and how lead generation ads appear
- o You'll understand creative dos and don'ts
- o You'll be able to understand how to evaluate creative performance

### Watch

- Sara on Content: Creation and Consumption

### Required Readings

- #ASKGARYVEE Chapter 7, Content and Context 97-129
- Facebook's Creative Hub, Get Inspired
- Facebook Blueprint: Creative Hub: Bring Your Ideas to Life on Mobile
- Facebook Blueprint: Creative Inspirations For Business
- Twitter's Niche
- Pinterest's Pin Lab

### Assignments

- Week 2 will require 1 Discussion and 1 Quiz. The Discussion will be due on Saturday by 11:59pmEST and the Quiz will be due on Sunday by 11:59pmEST; all within Canvas.

## **Week Three: Social Listening**

'The Zombie Moment.' By the end of the week, you'll understand how brands understand the volume and sentiment of topics but most of all how they find the areas of opportunity to drive business goals: Awareness, Traffic and or Sales.

- o You'll understand the handful of tool that help brands and agencies every day
- o You'll learn to think big bigger beyond buying media to gain results for your clients / own business
- o We'll cover off on some best and worst practices

### Watch

- Sara on Social Listening
- Guest Lecture: Scott Thaler on Finding the 'Zombie' Moment
  - o UF Alumni and CMO of Mattress Firm
  - o Previous: Chief Integration Officer at Zimmerman Advertising

### Required Readings

- Social Listening Tool(s) based on the Writing Assignment
  - Free tools: Brand24, Tweetdeck, Tweet Reach, Talkwalker, Buzzsumo, Hootsuite and Sprout Social

### Assignments

- Week 3 will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Saturday by 11:59pmEST and the Writing Assignment will be due on Sunday by 11:59pmEST; all within Canvas.

### **Week Four: Facebook and Instagram Part 1**

Facebook is the powerhouse of (paid) social media and Instagram is its little sister. While Facebook and Instagram have a lot of similarities, by the end of the week you'll learn what both platforms are best at together and separately is + be prepared to strategize and plan for any campaign

- o We'll revisit the size of Facebook and Instagram from Week 1
- o We'll learn about strategizing and planning through ad units, targeting and budget to reach goals
- o We'll cover off on some best and worst case studies

### Watch

- Sara on Facebook Part 1
- Guest Lecture: Holly Johnson on How Brands are Successful on Facebook, Nationally and Locally
  - o Facebook and Instagram Rep for Verizon

### Required Readings

- Facebook Blueprint: Intro to Facebook and Instagram
- Facebook Blueprint: Planning
- Facebook Blueprint: Audiences
- #ASKGARYVEE Chapter 10, Facebook Ads 179-184

### Assignments

- Week 4 will require 1 Discussion. The Discussion will be due on Saturday by

11:59pmEST; within Canvas.

### **Week Five: Facebook and Instagram Part 2**

Now that you're familiar with the size of Facebook, its position in the social media food chain and how to strategize + plan...let me show you how to buy!

- o You'll learn what Facebook's buying interface looks like and how to operate within it
- o You'll learn how to read insights, report and optimize into efficiencies

#### Watch

- Sara on Buying on Facebook

#### Required Readings

- Facebook Blueprint: Buying
- Facebook Blueprint: Reporting
- Facebook Blueprint: Optimizing

#### Assignments

- Week 5 will require 1 Discussion and 1 Quiz. The Discussion will be due on Saturday by 11:59pmEST and the Quiz will be due on Sunday by 11:59pmEST; all within Canvas.

### **Week Six: Twitter Part 1**

Twitter is social media's moment and news platform. By the end of the week you'll learn what Twitter is best at + be prepared to strategize and plan for any campaign

- o We'll revisit the size of Twitter from Week 1
- o We'll learn about strategizing and planning through ad units, targeting and budget to reach goals
- o We'll cover off on some best and worst case studies

#### Watch

- Sara on Twitter Part 1
- Guest Lecture: Lauren Pacifico on How Brands are Successful on Twitter, Nationally and Locally
  - Twitter Rep for Verizon

## Required Readings

- Twitter for Business: Awareness Campaigns
- Twitter for Business: Traffic Campaigns
- Twitter for Business: App Install Campaigns
- Twitter for Business: Targeting
- Twitter Flight School: Account Leadership (5 courses, 60 mins)
- Twitter Flight School: Planning and Strategy (5 courses, 60 mins)

## Assignments

- Week 6 will require 1 Discussion. The Discussion will be due on Saturday by 11:59pmEST; all within Canvas.

### **Week Seven: Twitter Part 2**

Now that you're familiar with the size of Twitter, its position in the social media food chain and how to strategize + plan...let me show you how to buy!

- o You'll learn what Twitter's buying interface looks like and how to operate within it
- o You'll learn how to read insights, report and optimize into efficiencies

## Watch

- Sara on Buying on Twitter

## Required Readings

- Twitter Flight School: Buying and Execution (5 courses, 60 mins)

## Assignments

- Week 7 will require 1 Discussion and 1 Quiz. The Discussion will be due on Saturday by 11:59pmEST and the Quiz will be due on Sunday by 11:59pmEST; all within Canvas.

### **Week Eight: Snapchat Part 1**

Snapchat, one of the newest social platform to the paid playground. By the end of the week you'll learn what Snapchat is best at + be prepared to strategize and plan for any campaign

- o We'll revisit the size of Snapchat from Week 1
- o We'll learn about strategizing and planning through ad units, targeting and budget to reach goals

- o We'll cover off on some best and worst case studies

### Watch

- Sara on Snapchat Part 1

### Required Readings

- TBD

### Assignments

- Week 8 will require 1 Discussion. The Discussion will be due on Saturday by 11:59pmEST; all within Canvas.

## **Week Nine: Snapchat Part 2**

Now that you're familiar with the size of Snapchat, its position in the social media food chain and how to strategize + plan...let me show you how to buy!

- o You'll learn what Snapchat's buying interface looks like and how to operate within it
- o You'll learn how to read insights, report and optimize into efficiencies

### Watch

- Sara on Buying on Snapchat

### Required Readings

- TBD

### Assignments

- Week 9 will require 1 Discussion and 1 Quiz. The Discussion will be due on Saturday by 11:59pmEST and the Quiz will be due on Sunday by 11:59pmEST; all within Canvas.

## **Week Ten: LinkedIn and Pinterest**

LinkedIn and Pinterest, two different platforms than the rest but unique in their offerings. By the end of the week you'll learn what LinkedIn and Pinterest are best at + be prepared to strategize and plan for any campaign

- o We'll revisit the size of LinkedIn and Pinterest from Week 1
- o We'll learn about strategizing and planning through ad units, targeting and budget to reach goals for each platform

- o We'll cover off on some best and worst case studies

### Watch

- Sara on LinkedIn
- Guest Lecture: Doug Moran on How Brands are Successful on LinkedIn, B2B and B2C
  - o LinkedIn Rep for Verizon
- Sara on Pinterest

### Required Readings

- LinkedIn Ads Guide
- Pinterest Ads Guide
- Pinterest Pin Lab

### Assignments

- Week 10 will require 1 Discussion and 1 Quiz. The Discussion will be due on Saturday by 11:59pmEST and the Quiz will be due on Sunday by 11:59pmEST; all within Canvas.

### **Week Eleven: Your Own Buys**

We've learned a lot about strategy, creative, audiences and overall planning the buy. You've watched me buy ads in Facebook/Instagram, Twitter and Snapchat. Now, it's your turn! By the end of the week you'll be able to say you've bought in Facebook/Instagram, Twitter and Snapchat. You'll be using your own funds for this, as you learn about the requirements from the Brief that will be provided to you.

- You'll take the lessons from Part 2 lectures to buy your own ads
- You'll be tested on your understanding for strategy, planning and buying
- You'll be graded on whether you follow best practice and key optimization triggers, not necessarily if your ad is the most successful

### Watch and Required Readings

- All lecture and reading material to date
- Q&A with Sara. Need to brainstorm? [Get your questions in early!](#)

### Assignments

- Week 11 will require 1 Discussion and 1 Writing Assignment. The Discussion will be due on Saturday by 11:59pmEST and the Writing Assignment will be due on Sunday by 11:59pmEST; all within Canvas.

## **Week Twelve: Final Exam**

It's that time of the semester, your Final Exam! It's important for you to take everything you've learned to this point to assist you in completing your final project.

### Watch and Required Readings

- All lecture and reading material to date
- Q&A with Sara. Need to brainstorm? Get your questions in early!

### Assignments

- Week 12 will require your Final Exam. The Exam will be due on the last day of the semester by 11:59pmEST; all 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.