MMC 6728 (formerly 6725)
BRANDING USING SOCIAL AND MOBILE MEDIA
UNIVERSITY OF FLORIDA, ONLINE MASTERS IN SOCIAL MEDIA
3 CREDIT HOURS

instructor: Kenneth Banks, Adjunct Instructor
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Website: www.kenbanks.com
Phone: 727 515 1932 Skype: kenbanksfl
Virtual office Hours: Tuesday evening 6-9pm (via Skype or by phone) or by appt.
Course website: http://lss.at.ufl.edu

1. Prerequisites: None

2. What you will learn: This course provides students with an understanding of the importance of a well-conceived brand strategy and how social media and mobile marketing play an important role in its execution. Special attention is focused on how these online tools can enhance and strengthen a product or service's brand strategy. Following a step by step process for developing a brand strategy that is implemented within the total organization, the course will demonstrate through current case studies how to maximize the online efforts while maintaining brand continuity and consistency. Using the principles for effective decision making and marketing plan development, students will develop online strategies to use mobile and social networks to build a brand.

3. Course Objectives: At the end of the course, the student will be able to apply their knowledge and skills with social networks and mobile marketing programs to develop a brand strategy for a product or service, especially in the consumer marketplace (although the process is applicable B2B), and should understand the how these online tools complement the following topics:

   a. The marketing plan and marketing mix.
   b. Marketing planning and control. Branding strategy and development.
   c. The importance of research for marketing information and buyer behaviour.
   d. Product, pricing, and positioning in the marketplace.
   e. Promotion and marketing mix strategies

4. Expectations: Complete assignments on time, produce and submit written class presentations, watch and comment on class lectures, participate in online class discussion, and complete research needed to develop the marketing plan.

5. Required Books:
   (A) Social Marketing: Influencing Behaviors for Good / Edition 4 by Philip Kotler, Nancy R. Lee
   (B) Mobile Marketing: Achieving Competitive Advantage Through Wireless Technology by Alex Michael, Ben Salter
6. **Recommended Books:**
   
   *(C)* *The Power of Cult Branding* by B. J. Bueno
   
   *(D)* *Brain Branding…Activate the Brain, Stimulate Your Brand* by Ken Banks and Robyn Winters.

Suggested Ongoing Readings

- *The Art of War*, Sun Tzu
- *Advertising Age /AdvertisingAge.com*
- *Wall Street Journal*
- *1to1 Marketing.com*
- *BrandWeek*
- *What’s Branding Got to Do With It?* (www.kenbanks.com/blog)

**Assignments and Requirements**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation 3 points weekly (online)</td>
<td>36</td>
<td>On going</td>
</tr>
<tr>
<td>Weekly quiz (2 points each)</td>
<td>24</td>
<td>Friday each week</td>
</tr>
<tr>
<td>Social &amp; mobile plan for a brand</td>
<td>40</td>
<td>11th Week</td>
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</tbody>
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**Grading Scale:**

- A: 95-100
- B+: 87-89
- C+: 77-79
- D+: 67-69
- A-: 90-95
- B: 83-86
- C: 73-76
- D: 63-66
- B-: 80-82
- C-: 70-72
- D-: 60-62

**Grading Criteria/Policy.**

The General University policies regarding grading are found at: [https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

**PARTICIPATION: (36 Points)**

These points are given for weekly reaction posts to the lectures and completion of work on time. Students will get three points per week.

**Weekly Lecture and Reaction Post:**

The Instructor will post a lecture video to Sakai for each of the 12 weeks. These videos will vary in length depending on the material but will include questions posed to the class throughout the videos. It is your responsibility to watch each of the videos and provide a reaction to the 12 course videos on Sakai. Although it is possible to watch the videos at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off the other along with the weekly readings. Posts will be due by noon each Monday throughout the term.

Your reactions are not just summaries of the material presented, but actual reactions to the discussion. You may discuss areas not mentioned during the lecture that relate to the discussion, or discuss topics not included in the lecture. The most important part is to respond and react to any questions posed in the lecture by the instructor.

You are expected to provide a 300-500 word response to each lecture video. The response should not just be to the material included in the video, but also to any and all questions posed during the lecture by the professor. Online courses like this do not allow
for the same level of discussion as live classes, and providing questions during the lecture to be answered by the class is the only means to ensure full participation.

Lecture reaction posts are awarded 3 points for each post for a total of 36 for the course, according to levels of completion:
- 3 points: Completed task fully and the same week of the lecture according to the schedule. Reaction meets word requirement and provides an actual reaction to the lecture and not a summary. Additionally, answers all the questions posed by the instructor during the lecture.

Weekly QUIZ: (24 points) There will be 12 quizzes and students will receive two points for each quiz that is completed. Quizzes will be based on lecture presentations. The quiz will be available to download in each week's lecture. The student will complete the quiz online (if available) or submit via email to (ken@kenbanks.com) for grading.

SOCIAL OR MOBILE PLAN FOR BRAND STRATEGY ASSIGNMENT PRESENTATION: (40 Points)
The assignment presentations will require students to develop a complete mobile or social marketing plan that integrates with the brand strategy for an assigned product or service.

Students will create a PowerPoint presentation for their plan as they would in a real-world situation. Presentations must be a minimum of 20 slides and include sufficient information and data for a one-hour verbal presentation. (20 points). Students will also prepare a write-up of their rationale for choosing the strategies used in the presentation. Minimum of 1000 words in document format. (20 points).

The product or service to be marketed will be assigned by the second week of class. Each presentation assignment will detail the social or mobile marketing programs that are recommended and will follow the five-step marketing process (per instructor). Students will use existing research and industry information currently available.

Policy on Late Work
All assignments are to be submitted on the date required in the class syllabus. If there are extenuating circumstances that require an extension, the student must submit a request at least 24 hours prior to the due date. Requirements for class attendance and make up exams, assignments, and other work as consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx. With permission, assignments may be submitted no later than one week after the due date. Midterm and final exams must be taken on date assigned.

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. No personal criticism, profanity, or non-relevant photos/graphics are permitted. If included, one point will be deducted for each infraction. [http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf](http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf)

**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](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](http://www.distance.ufl.edu/getting-help) for:

- Counselling and Wellness resources
  - [http://www.counseling.ufl.edu/cwc/Default.aspx](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](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](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](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.

COURSE SCHEDULE

Week

(1) Welcome, Introduction to Instructor/Background
    Syllabus review and discussion
    Recommended reading
    Quizzes
    Presentation
    Intro to Branding Process
    Case Study—Chico’s
    QUIZ

    Read: Syllabus, Text A, Chapter 1-2

(2) Review of Mobile Marketing Programs
    Social Media Overview
    What is your personal brand?
    5 Step Process in developing a brand
    Understanding Marketing
Case Study: Walmart vs. Kmart
Social Media example
Quiz

Read: Text A, Chapters 3-4

(3)
Presentation Product Assignments/Discussion
Understanding the 4 P’s of Marketing
Application to Social Media
Population trends and online media
Developing a Perceptual Map
Case Study: Best Buy beats Circuit City
Social Media example
Quiz

Read: Text A, Chapters 5-6

(4)
Importance of Research and where to find it.
Branding Strategy Presentation requirements.
Applying a SWOT analysis to your product and the competition
Consumer Buying Behavior—How and Why they buy
Create a Benefit Ladder—How Social Media impacts benefits
Case Study: Red Roof Inns
Quiz

Read: Text A, Chapters 7-8

(5)
Understanding the Competition
Mapping a strategy. Desired Future State
How online effects beating the competition.
Marketing to Organizations—B2B principles
Case Study: Canadian Tire reinvents itself.
Quiz

Read: Text A Chapters 9-10

(6)
Who is your customer?
What online media do they use?
Is traditional media dead?
Product management—USP
Pricing online and in-store.
Case Study: Home Depot discovers a new customer
Quiz

Read: Text A, Chapters 11-12
Providing value—Online capabilities
Place: Where does the customer get your product?
The Truth and The Heart of your brand—which media works best for each part of your message.
Product Life Cycle—Online accelerates the process
Product Channels—Determining the right way to market
Case Study: Southwest Airlines, Crown Books
Quiz

Read: Text A, Chapters 12-13

Maximizing your Marketing Budget—Wasting Dollars
Taking risks—Innovation and Marketing
Building relationships via media, communities
Case Study: CarMax, Trunk Monkey

Read Text A, Chapters 13-14

Marketing to the Internal Customer
Internet and Intra-net. Same principles
The Marketing Plan elements. What’s involved
Your presentation requirements.
Getting your brand to the customer—what it takes
Case Study: Little Caesar’s Pizza- delivering value
Quiz

Read: Text B—Chapters 1-2

Public Relations and Promotions—Online applications
Is Advertising Dead?
PR—A well-defined plan. Not by chance
Case Study: Eckerd Drugs
Promotions: Not just a sale or price-driven activity
Online must support traditional media. Convergence.
Case Study: McDonalds
Quiz

Read: Text B—Chapters 3-5

PRESENTATIONS DUE-FEEDBACK
Personal Selling and the Internet.
Living up to the Brand everyday.
Redefining customer service and convenience.
Case Study: Apple does it right online and in-store
Quiz
The Bermuda Triangle—The Advertising Triangle
Breaking through the Online Clutter.
Five steps to successful mobile and social marketing