University of Florida
Course #, Section # (TBD)
Social Media Management
Summer 2013 OR Fall 2013 (Dates TBD)

Instructor: Jessica Thomas **Office:** N/A **Phone:** 904-651-7976	**Office Hours:** TBD **Skype Address:** JRThomas09 **Email:** UF email address to be provided

Course Description:

The Social Media Management course is designed to teach the practices necessary for creating high-touch customer experiences that drive community across multiple social media platforms. In this course students will learn how strategic collaboration, tactical execution and measurement of social media efforts are handled in today's businesses. The course will cover blog writing, video marketing, Facebook, Twitter, Linkedin, and an array of niche social media platforms.

Course Objectives:

The objectives of the course are as follows:

- For students to learn how to support digital priorities, grow social media footprints and engagement, as well as drive traffic, awareness and repeat usage of social media platforms as a viable marketing initiative.
- To examine relevant theories and best practices associated with understanding social media management.
- To analyze case studies of successful social media campaigns and how to best duplicate those efforts for different business industries.

Required Textbooks:

Brogan, Chris (2010), Social Media 101: Tactics and Tips to Develop Your Business Online. New Jersey: John Wiley & Sons, Inc.

Brogan, Chris and Smith, Julien (2010), Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust. New Jersey: John Wiley & Sons, Inc.

Weinberg, Tamar (2009), The New Community Rules: Marketing on the Social Web. California: O'Reilly Media, Inc.

Course Evaluation:

- Exam 1 100 points 20%
- Exam 2 100 points 20%
- Exam 3 100 points 20%
- 4 Assignments(@50 points each) 200 points 40%
    - Total: 500 points 100%

Grading Scale:

Grade	Percentile
A	94% and higher
A-	93 – 90%
B+	89 – 86%
B	85 – 83%
B-	82 – 80%
C+	79 – 76%
C	75 – 73%
C-	72 – 70%
D+	69 – 66%
D	65 – 63%
D-	62 – 60%
E	59% and lower

The General University policies regarding grading are found at:
http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

General Policies

I. Office Hours and Individual Meetings

Generally, office hours will be managed electronically by appointment via Skype (JRThomas09). You can email me when you have questions, concerns, or difficulties relating to course materials or any assignments. I am happy to work with you individually or in small groups by appointment.

II. University of Florida Honor Code

University of Florida graduate students are governed by an Honor Code that specifies conduct expected of UF students. Though many graduate students will have few problems with the ethical decisions involved in maintaining integrity in their work, others may not see the issues so clearly. Please be aware of the information contained in the Graduate Student Handbook's policy regarding the various activities that constitute academic dishonesty. Academic honesty is an important issue at the University of Florida and the violations of the Honor Code are taken very seriously. All students are expected to observe the university's student honor code. Plagiarism or the misrepresentation of work or sources may result in severe penalties. Each student is responsible for visiting the website listed below and becoming aware of the 12 listed violations and sanctions provided in Rule 6C1-4.041, F.A.C., http://regulations.ufl.edu/chapter4/4041-2008.pdf.

III. Copyrighted Materials

Graduate students are also expected to fully understand and obey the proper usage of copyrighted materials, as ascribed in the University Honor Code. Proper citation of all cited work is expected for all assignments submitted over the duration of the semester.

IV. Students with Disabilities

Students requesting classroom accommodations must provide the instructor with official documentation from either the College of Business or from the Office of Students with Disabilities a minimum of one week before a scheduled examination to allow for the appropriate accommodations for testing. For more information please visit: www.dso.ufl.edu.

V. Policy on Late Work and Attendance

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.

Tentative Course Schedule

Week 1: Social media defined and how it relates to business

Week 2: Community defined and introductory into community building, humanizing the Web, Assignment 1: Identify a business to create a social strategy for, rough outline strategy

Week 3: Social media content, how to speak social for business, Assignment 2: 30 day content calendar for business selected in Assignment 1

Week 4: Goal setting for social media, Exam 1

Week 5: How to develop effective contests for social engagement

Week 6: Facebook for business, Assignment 3: Create a contest for business selected in Assignment 1

Week 7: Twitter for business

Week 8: Linkedin for business, Exam 2

Week 9: Niche social media markets part 1

Week 10: Niche social media markets part 2

Week 11: Blogging and video marketing, Assignment 4: 3 short blogs for business selected in Assignment 1

Week 12: Summary and Final Exam