

Branding and Social Media Marketing
University of Florida

COURSE INFORMATION

MMC 6728

Credits 03

Meeting Time: Distance Asynchronous via Sakai Shell

Office Hours By Appointment

INSTRUCTOR

Robert Hughes MA

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970-368-2021

TEACHING ASSISTANT

Katie Allred MA

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205-299-2980

COURSE DESCRIPTION

By the end of this course you will understand the basics of developing an Integrated Marketing Communication (IMC) plan, the role the social media marketing plan plays in the IMC, learn to develop a Social Media Marketing Plan with a focus on branding, and the impact of social media on a brand. With this understanding as a foundation, you will also learn how to:

- Understand the landscape of social media in which marketers operate
- Be able to use the most influential tools in social media marketing and branding
- Develop brand strategies for social media marketing and communicate those strategies
- Audit the competitive scope of social media activities for a brand
- Assess the effectiveness of social media marketing strategies.

COURSE DESIGN

Lectures: Note that there are no live lectures for this course. You will view recorded materials that help you to understand key concepts and assignments. These are reinforced in an online homework system and in written submissions.

REQUIREMENTS

You will need an Internet connection to access your text, view the lectures, and complete assignments

REQUIRED TEXTBOOKS

Essentials of Marketing 13th edition, by Perrault and Cannon. Be sure to purchase Connect Plus to get access to the homework system. The text is available at

<http://connect.mheducation.com/class/b-hughes-fall-2014-2>

CONNECT PLUS will give you both the homework system and the e-book.

Social Media Marketing by Tuten and Solomon. The text is available at: http://www.amazon.com/Social-Media-Marketing-Tracy-Tuten-ebook/dp/B006Y14U6Y/ref=sr_1_1?ie=UTF8&qid=1392479906&sr=8-1&keywords=tuten+social+media+marketing

Assignments Summary

You will have regular assignments as a part of your final grade.

Each week you will read the assigned materials, view online lectures, demonstrate your understanding of class materials and objectives by completing a reactions post to the weekly lecture, and discuss a critical issue related to the materials you studied. Additionally, you will enroll in HootSuite University to gain knowledge and experience using various social media channels.

You will be required to turn in one essay during the semester. This essay should be at least 1500 words in length and must comply with APA standards. You are also expected to attach any relevant background information to the assignment. This paper is due on Thursday of Week 10 by 11pm EST. It should be submitted through the Sakai shell under the "Assignments" tab.

You will prepare a Social Media Marketing and Branding Plan for a brand you select as a semester long final project. You will email Professor Hughes for approval of the company you have chosen for this plan by Thursday of Week 6 at 11pm EST and submit your plan to him by Thursday of Week 12 at 11pm EST as a Word document attachment through the Sakai shell under the "Assignments" tab.

Homework

In addition to your readings during the semester, you will have two kinds of homework.

First, you should post a thoughtful response to a key topic question that will be due weekly and respond to at least one post from your fellow students. **These should be placed in the "Discussion" tab of the Sakai course shell.** (See the *Discussion* section later in this syllabus for more information.)

Second, there will be weekly lectures posted to Sakai. These weekly lectures will cover class material for that week. These lectures will vary in length but **will include questions posed** to the class about the week's subject. It is your responsibility to watch each lecture and provide a written reaction. **These should be placed in the "Assignments" tab of your Sakai shell.**

These in-lecture questions will be clearly noted during the lecture. Your answers should be a minimum of 100 words.

Since this is an asynchronous class it is possible to watch these lectures at any time, but you will find it easier to watch in conjunction with the weekly readings as they will build on each other throughout the semester. These reaction posts are due by 11pm EST Thursday of the assigned week.

Rubric for grading the weekly Response posts:

10 points	Complete response and posted before weekly deadline. Reaction meets word count minimum and provides student reaction to the lecture, not simply a summary of the presentation. All questions posed during the lecture are answered.
9 points	Complete response and posted before weekly deadline. Reaction does not meet word count minimum and provides student reaction to the lecture, not simply a summary of the presentation. All questions posed during the lecture are answered.
7.5 points	Complete response and posted before weekly deadline. Reaction does not meet word count minimum and does not provide student reaction to the lecture, but is simply a summary of the presentation. All questions posed during the lecture are answered.
5.0 points	Complete response and posted before weekly deadline. Reaction does not meet word count minimum and does not provide student reaction to the lecture, but is simply a summary of the presentation. Questions posed during the lecture are not answered.
0 points	No reaction post made.

There is no homework due in week 12.

HootSuite University

As part of the class, you are enrolled in HootSuite University at no cost to you. You will complete weekly modules in HU, which will, upon your successful completion of the modules, result in a HootSuite certification. On September 1, you will receive an email at your UFL.EDU email address with access information for the and directions for setting up your HU account. Please send Katie an email confirming you have set your HU account up. HootSuite U work will begin for our class during Week 2.

HootSuite U will provide a parallel learning experience to our class, giving you a view of Social Media Marketing and brand impact from a leading provider of social media services.

By the completion of HootSuite U course, you will be able to:

- Understand social media fundamentals
- Understand basic social media etiquette

- Create a social media strategy
- Publish social media updates and engage with a community
- Apply social media best practices to enhance their personal brand
- Drive traffic to their blog using social media
- Create a content marketing calendar
- Understand social media advertising
- Manage social media using the HootSuite dashboard
- Measure site traffic using Google Analytics
- Create and follow a social media policy

IMPORTANT—upon completion of the last module during Week 11 you will receive a HootSuite U certification. Please attach your certificate as a pdf in the Sakai shell under the Assignments tab by 11pm EST Thursday of Week 11 to receive your credit for this area of our course.

Discussion

Discussion is an integral part of our online course. You will be expected to read the assigned chapter(s) and accompanying readings as well as watching assigned videos (all shared in the syllabus under each week's section) and actively participate in weekly discussions through the Sakai e-learning site. **(Under the "Discussions" tab.)**

You will be expected to demonstrate that you are thinking about the topic at hand by asking questions, offering your own opinions and share justifications for those opinions, participating in class debate, posting comments and questions to the e-learning site and keeping your eyes and ears open for current events that may relate to class discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

For each week of the semester (except for Week 12) you will need to provide a thoughtful analysis of a topic or question listed later in the syllabus in the Weekly Assignments section. Each week you will also post responses to at least one of your classmate's initial posts. These assignments are located in the Discussions tab inside the Sakai shell. Your initial post should average 250 words; the initial reply should average 200 words.

Your initial response posts are due on Thursday by 11pm EST, and your comments/discussion responses on Saturday by 11pm EST. You should complete the readings before you write your initial post. Late submissions will be penalized.

You will be expected to use references in your initial posts (and in your responses) and to create a meaningful discussion with your classmates. Please follow the same guidelines when writing discussion posts throughout the entire semester.

Please keep these guidelines in mind as you create these posts:

1) Your writing should be thoughtful, reflective, and focused. You should also attempt to be persuasive, by which I mean you should try to convince others, especially others who disagree with you, that you have a valid and credible perspective. You may find the following piece helpful as a guide:

<http://opinionator.blogs.nytimes.com/2013/04/25/the-shadow-lobbyist/>

2) **Your initial discussion posts should average 250 words.** You are strongly encouraged to document any facts you bring to bear in making your arguments. In general, when you provide factual information, it should be referenced. Be sure to use only your own ideas and writing. If you are unsure about what plagiarism is, read this:

<http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html>

Ignorance of plagiarism will not excuse a grade of zero on any assignment where it is found.

3) **Your initial reply should average 200 words.**

Personal attacks or disrespect towards others is inappropriate and will cost you points on the assignment. Your goal should be to help the author of the post you are commenting on see another perspective.

Here is an example of a response to the post in the link in point 1 that does a good job of accomplishing this:

The average American, thanks to a substantial educational and social deficit, simply doesn't understand politics or public policy. The interesting question, then, is how does the political class govern in the name of The People when The People are missing in action? For many decades, the political class maintained the self-delusion of running a democracy by creating their own echo chamber--issues and ideas would echo among elites in D.C. or other capitals of the country until enough steam would build up behind a policy that it seemed like there was a consensus on the issue. As a member of the political elite, if you heard the same story from multiple quarters, you could perhaps convince yourself that what you were hearing reflected the true interests of the public, even if that public was rarely involved in such surges of elite opinion. It was perhaps inevitable that as the technology and capacity to micro-target small portions of the real public have advanced that political lobbyists would eventually realize that they could insert themselves into the political elite echo chamber by manufacturing a ground-swell of 'public opinion' by whipping up opinions on particular policies by enlisting some ideological or ignorant fraction of the public. The real question is whether the political class will eventually tire of the absurdity of this situation and actually enlist the public in meaningful deliberation of issues, though this would mean a loss of control.

Here is another:

Back on July 12, 2002, during a Bill Moyers "Now" interview (transcript here:http://www.pbs.org/now/transcript/transcript_lewis.html) with Chuck Lewis of the Center for Public Integrity, I heard that in 1968 there were a mere 62 registered lobbyists in D.C. - but that this figure had risen to 20,000 by the date of that program.

Three years later, there was a June 22, 2005 Washington Essay article, "The Road To Riches Is Called K Street" (still posted online and easily found with a search of that headline), which told how :

"The number of registered lobbyists in Washington has more than doubled since 2000 to more than 34,750," that hiring was booming, and that fees and retainers had risen substantially.

Yet a Ross Douthat column from September 22, 2012, "Washington Versus America" - an intriguing commentary which noted that in 2011, seven of the ten most affluent counties in the U.S. were in the D.C. area, stated that:

"For Mitt Romney and the Republican Party, what's happened in Washington these last 10 years should be a natural part of the case against Obamanomics" - seemingly implying that a surge in influence- buying in D.C. was the fault of the president, and not the Washington Essay-noted boom of the Bush years.

4) Rubric for your weekly discussion post and responses—

I will use the following scale to grade your posts:

Note: all late work is penalized.

	Excellent	Good	Fair	Poor
Thoughtfulness (25%)	Post represents outstanding thinking and logical reasoning. The presentation is opinionated but balanced and fair to opposing ideas.	Post represents good thinking and logical reasoning. The presentation is opinionated with mention of opposing sides.	Post shows some weakness in thinking and logical reasoning. It lacks an informed perspective and/or ignores opposing sides.	Missing significant sections or information.
Documentation (25%)	All facts in the posts are documented with links to relevant sources. Many sources were consulted and easy sources (like Wikipedia) are used sparingly.	All facts in the posts are documented with links to relevant sources. Adequate sources were consulted and easy sources (Wikipedia) are used sparingly.	Most facts in the post are documented but few sources are used.	Unclear where facts have come from or facts or few sources consulted.
Coherent, clear, persuasive (25%)	Writing is clear, compelling, organized,	Writing is straightforward, understandable	Writing has significant problems	Writing quality is poor, difficult to

	powerful and grammatically correct.	and avoids most grammar or spelling errors.		read.
Responses to the essays of other (25%)	Responses are engaging, challenge the peer post without demeaning it. Responses show key areas in which the original is flawed, limited or shortsighted.	Responses are respectful in challenging the peer's post. Key areas of disagreement are identified.	Response is opinionated but somewhat lacking in respect. Response fails to clarify the point of difference or the limits of the original post.	Response is opinionated but ignores the strengths or weaknesses of the original post.

Social Media Essay

You will write one essay (with a 1500 word minimum) during our course that will cover social media brand planning gone right and gone wrong.

Topic for this essay:

- Through research on the web, find an example of where a company's brand was HURT though the use of social media. Provide an overview of the situation, what social media channel(s) were used to deliver the message(s), who you believe the intended audience was for the message(s) and how things went wrong. Then, explain what you would have done if you were in charge of the follow up communication effort..
- Through research on the web, find an example of where a company's brand was ENHANCED through the use of social media. Provide an overview of the situation, what social media channel(s) were used to deliver the message(s), who you believe the intended audience was for the message(s) and how the effort worked as planned. Then, explain what you would do as a follow up to the campaign to build on the success.
- Contrast the two campaigns.

This paper is due Thursday 11pm EST of Week 10.

Here is an example of how social media and poor planning can damage a brand:

http://www.ragan.com/Main/Articles/Lessons_from_Office_Maxs_daughter_killed_in_car_crash_47826.aspx

Here is an example of how social media and planning can enhance a brand:

<http://www.socialmediaexaminer.com/how-a-winery-uses-social-media-to-increase-sales-and-brand-loyalty/>

Please note: These examples cannot be used as the basis for your paper.

Rubric for grading the Social Media Essays:

	Excellent	Good	Fair	Poor
Thoughtfulness (25%)	Essay represents outstanding thinking and logical reasoning. The presentation covers the issue at hand with depth.	Essay represents good thinking and logical reasoning. The presentation covers the issue at hand with adequacy.	Essay shows some weakness in thinking and logical reasoning. It lacks covering the issue at hand.	Missing significant sections or information
Documentation (25%)	All facts in the essay are documented with links to relevant sources. Many sources were consulted and easy sources (Wikipedia) are used sparingly.	All facts in the essay are documented with links to relevant sources. Adequate sources consulted and easy sources (Wikipedia) are used repeatedly.	Most facts in the essay are documented but few sources are used.	Unclear where facts came from or facts or few sources were consulted.
Coherent, clear, persuasive (25%)	Writing is clear, compelling, organized, powerful, and grammatically correct.	Writing is straightforward, understandable, avoids most grammatical or spelling errors.	Writing has significant problems	Writing quality is poor, difficult to read
Analysis (25%)	Analysis is exceptional, and clearly details the company or brand's paramount issues	Analysis is good, identified company or brand's important issues.	Analysis is fair, identifies straightforward issues.	Analysis is poor, issues identified seem unrelated to the rest of the plan

Semester Long Project

Your semester-long project is to develop a social marketing and branding plan for a brand offered by publicly traded firm. You should propose the company that you will study to Professor Hughes by Thursday at 11pm EST during Week 6 of the class. Please do so via email to rjhughes@ufl.edu In proposing a brand, be sure to indicate your rationale for it's choice. You should also be sure there is sufficient public information available on the company to develop the plan.

You have the semester to develop and write the plan. For your analysis, use the outline from the Social Media Marketing text. The minimum word count for this plan is 2500 words.

RUBRIC FOR GRADING THE SOCIAL MEDIA BRAND MARKETING PLAN

	Excellent	Good	Fair	Poor	No Credit
	62-70 (total)	54-61	46-53	<46	0
Completeness (25%)	Plan has material related to all parts of the template selected. Sections are complete.	Plan has material related to most parts of the template selected. Sections are mostly complete.	Plan has some sections that are missing material related to all parts of the template selected or some sections are incomplete.	Missing significant sections or information.	
Quality (25%)	Information is of outstanding quality (recent, useful, relevant).	Information is of good quality (recent, useful, relevant).	Information is of adequate quality (somewhat dated, occasionally not useful or relevant).	Information is of poor quality (dated, not useful or relevant).	
Coherent, clear, persuasive (25%)	Writing is clear, compelling and with no spelling or grammar errors.	Writing is straightforward, understandable and avoids most grammar or spelling errors.	Writing has significant problems.	Writing quality is poor, difficult to read.	
Analysis (25%)	SWOT analysis is exceptional, and clearly details the company or brand's paramount issues	SWOT analysis is good, identified company or brand's important issues.	SWOT analysis is fair, identifies straightforward issues.	SWOT analysis is poor, issues identified seem unrelated to the rest of the plan.	

Assignment Notes

- For week 6 you should submit your publicly traded company that will serve as the focus of the social media plan. Please notify Professor Hughes of your selection by 11pm EST Thursday of Week 6.
- The Brand Impact essay is due by 11pm EST Thursday of Week 10.

- The HootSuite U certificate is due by 11pm EST Thursday of Week 10.
- The Social Media Plan will be due by 11pm EST Thursday of Week 12.
- All assignments should be posted to the appropriate week under the Assignments tab in the Sakai shell.

Policy on Late Work

Work in the class turned in late will not be accepted except for extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline, please contact the instructor. **Every day a project is late, you will lose a letter grade. No make-up options will be provided.**

A problem uploading to Sakai is not an excuse. If you are having technical difficulties with Sakai, please email your assignment directly to my ufl.edu email within the assignment time frame, and post to Sakai shell as soon as the problem is resolved.

Grading

Grading parameters for the class projects are provided in the form of rubrics. Your course grade will be evaluated according to this distribution:

Weeks 1 – 12

Lecture response posts answering	
Lecture questions	50 points
Discussion assignments	80 points
Weekly Connect or Sakai homework	50 points
Brand Impact paper	70 points
HootSuite U completion	10 points
Social Media Brand Plan	100 points

TOTAL 360 points 100%

And grades will be determined as follows

A	332-360 points	93-100%
A-	324-331 points	90-92%
B+	313-323 points	87-89%
B	299-312 points	83-86%
B-	288-298 points	80-82%
C+	277-287 points	77-79%
C-	252-262 points	70-72%
D+	241-251 points	67-69%
D	216-240 points	60-66%
E	0-215 points	0-54%

Grading policy

General University policies regarding grades can be found at

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

Academic Policies and Information

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. [Describe what is expected and what will occur as a result of improper behavior]

<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
- (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.

Policy on Late Work.

Work in the class turned in late will not be accepted except for extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline, please contact the instructor.

There will be penalties for late work:

- Less than an hour late: 5 points off.
- More than an hour late but less than 24 hours late: 10 points.
- More than 24 hours late but less than 48 hours late: 15 points.
- More than 48 hours late: 25 points.
- Over a week late: 50 points off or not accepted at all.

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.

Weekly Course Work and Schedule

WEEK ONE—Aug 25 - 31, 2014

Course introduction and understanding how social media is transforming marketing.

Readings

Ch. 1 Essentials of Marketing

Discussion Topic

Read The Differences Between Traditional CRM and Social CRM located here:

<http://oursocialtimes.com/traditional-crm-vs-social-crm-infographic/>

The article and infographic raises a number of differences between traditional marketing and Social Media marketing. Choose two of these differences and explain how these differences could impact a brand. Then, please comment on the responses of at least two classmates. In expressing your own opinion, do so critically (i.e., finding both commonalities and differences) but also respectfully and thoughtfully.

Read, watch lecture, complete **Connect** homework: Thursday by 11 PM ET. *(NOTE: in all following weeks, homework will be due each Tuesday by 11pm EST.)*

Discussion assignment posted: Thursday by 11PM ET.

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

Post response to lecture question: Thursday by 11PM EST.

Enroll in HootSuite U and send log in information to Professor Hughes by Saturday at 11pm EST.

WEEK TWO: Sept. 1 - 7, 2014

Developing the Strategic Marketing Plan

Focus on

- Elements of the plan
- Integrated Marketing Communications (IMC)
- 4 p's of Marketing (the 5th P is coming in Week 4!)

Readings

Ch's. 2 and 3 Essentials of Marketing

Discussion Topic

Read and watch the Chick-Fil-A "Eat Mor Chikin" video case study on page 529 of the text. Then read this article: http://www.nytimes.com/2012/07/26/us/gay-rights-uproar-over-chick-fil-a-widens.html?_r=0

Please briefly answer the case study questions 1 and 2 (you may use bullet points). For Q#3, please describe if the chain's stance on closing on Sunday is a competitive advantage and how that can impact the brand positively or negatively. To conclude, as a marketer/communicator, explain the role social media played in this event and respond to how the company's stance on gay rights impacts the brand.

Read, watch lecture, complete **Connect** homework: Tuesday by 11 PM ET. (Note: remember to answer the homework questions for both chapter's 2 AND 3 on the Connect site. They are on different lines.)

Discussion assignment posted: Thursday by 11PM ET.

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

Post response to lecture question: Thursday by 11PM EST.

Complete Module 1 of HootSuite U.

Suggested video viewing:

You Tube video series on Preparing a SWOT analysis located here:

<http://www.youtube.com/playlist?list=PL47BE70B1D55EC509>

WEEK THREE: Sept. 8 - 14, 2014

Social Media Essentials

Focus on

- History of Social Media
- Growth of Social Media
- Channels
- Social Media's Impact on Strategic Marketing Plan

Readings

Ch. 1 Social Media Marketing

Discussion topic

Google and Facebook provide many free services in exchange for customers providing personal data. This has proven to be a controversial topic for both, Facebook in particular. Read these articles:

<http://www.forbes.com/sites/markkrogowsky/2013/10/12/a-guide-to-fixing-the-latest-privacy-attacks-from-facebook-and-google/>

<http://www.idcloak.com/learning-center/facebook-privacy-issues-who-looks-at-my-facebook-data/a338.html>

Considering Facebook, explain how privacy issues that arise from that company's use of consumer data impacts the brand. Find another example on the web of a company who has had privacy issues that could impact the brand (either positively or negatively) and explain what the impact was and why.

Read, watch lecture, complete *Sakai* homework (under the **Assignments** tab): Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET.

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

Post response to lecture question: Thursday by 11PM EST.

Complete Hootsuite U Module 2

WEEK FOUR: Sept. 15 - 21, 2014

Developing the Social Media Marketing Plan

Focus on

- The 4 Zones of Social Media
- The 5th P "Participation"
- The 4 Phases of Social Media

Readings

Ch. 2 Social Media Marketing

Watch "Building a Brand Through Social Media" located here:

<http://www.youtube.com/watch?v=oS8RTgFiGzo>

Discussion topic

Read "Building Brands Without Mass Media" from the 1997(!) Harvard Business Review located here:

http://books.google.com/books?id=2QOIPM0eNusC&pg=PA1&source=gbs_toc_r&cad=3-v=onepage&q&f=false

Choose one of the brands profiled in this study. Using the web, how does that brand use social media today? What social media channels do they use? How would you, as a brand manager for that product, use social media in today's world to meet the marketing objectives for that brand? How would your plan differ from the plan described for the brand described in the article and what do you think the impact would be today?

Read, watch lecture, complete **Sakai** homework (under the **Assignments** tab): Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET.

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

Post response to lecture question: Thursday by 11PM EST.

Complete HootSuite U Module 3

Suggested Reading:

<http://www.clickz.com/clickz/column/2323003/7-things-to-include-in-your-brand-s-social-media-strategy>

<http://searchenginewatch.com/article/2326957/5-Social-Media-Profile-Optimization-Tips-for-Brands>

<http://www.entrepreneur.com/article/230022>

WEEK FIVE: Sept. 22 - 28, 2014

What is a Brand?

Focus on

- Why it a Brand important?
- Brand concepts
- Brand elements
- Brand awareness

Readings

Ch. 8 Essentials of Marketing

Ch. 4 Social Media Marketing

Discussion topic

Read this article on Brand Architecture located here:

<http://www.brandingstrategyinsider.com/2014/01/brand-architecture-strategy-guide.html-.Uv0X7UJdVtk>

The author explains how an organization could find that the number of brands and named products they are managing has grown out of control. How could social media aid in managing the various brands? In your discussion, please be specific as to which Social Media channels you would recommend for solving this problem.

Read, watch lecture, complete **Connect** homework: Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET.

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

Post response to lecture question: Thursday by 11PM EST.

Complete HootSuite U Module 4

WEEK SIX: Sept. 29 – Oct. 5, 2014

The role of Branding in Social Media

Focus on

- The new rules of branding in the Age of Social Media
- Impact on Brand communications

Readings

Ch. 5: Social Media Marketing

How Brands are Tackling Social Issues with Social Media (video)

<http://mashable.com/2012/03/08/brands-social-issues-social-media/>

Discussion topic

Read this article on Coca Cola and Content Marketing located here:

http://sparksheet.com/should-coca-cola-quit-its-content-marketing-journey/?utm_content=buffer8c193&utm_medium=Social&utm_source=buffer&utm_campaign=buffer

The author of the article states “... this statement that goes to the heart of my reasoning that these efforts (i.e. social media) *produce little in the way of a justifiable return.*”

Refute the author’s statement.

Read, watch lecture, complete **Sakai** homework (under the **Assignments** tab): Tuesday by 11 PM ET.

Brand selected for Social Media Plan to be emailed to Prof. Hughes by 11pm Thursday. Use email rjhughes@ufl.edu.

Discussion assignment posted: Thursday by 11PM ET.

Post response to lecture question: Thursday by 11PM EST.

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

Complete HootSuite U Module 5

WEEK SEVEN—Oct. 6 - 12, 2014

The Audience

Focus on

- The power of data
- Understanding market segmentation

Readings

Ch. 3: Social Media Marketing

Ch's 4 and 5: Essentials of Marketing

Modern Social Media Issues and Establishing a Brand Voice

<http://www.forbes.com/sites/onmarketing/2012/10/05/modern-social-media-issues-and-establishing-a-brand-voice/>

Effects of Social Media on Communication

<http://socialmediatoday.com/karenn1617/1745751/effects-social-media-how-we-speak-and-write>

How Social Media is Changing the World <http://socialmediaslant.com/social-media-infographic/>

User demographics for popular Social Media channels <http://blog.bufferapp.com/social-media-in-2013-user-demographics-for-twitter-facebook-pinterest-and-instagram>

Discussion Topic

Read “Social Media and Society: the Good, the Bad, and the Ugly” located at:

<http://www.seochat.com/c/a/social/social-media-and-society-the-good-the-bad-and-the-ugly/>

Of the three points raised by the author, which, as a marketer/communicator, do you tend to agree with? Explain why. Is social media good, bad, or ugly in today's society? Explain your reasoning for your answer. What impact would that have on a brand? For this examination, use McDonald's as your brand under consideration.

Read, watch lecture, complete **Connect** homework: Tuesday by 11 PM ET. (Note: remember to answer the homework questions for both chapter's 4 AND 5 on the Connect site. They are on different lines.)

Discussion assignment posted: Thursday by 11PM ET.

Post response to lecture question: Thursday by 11PM EST.

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

Complete HootSuite U Module 6

WEEK EIGHT—Oct. 13 - 19 2014

Aligning Social Media with Marketing/Organization Goals

Focus on

- Myths of Social Media Marketing and Branding

Readings

- Ch. 6 Social Media Marketing
- <http://www.inc.com/michael-mothner/6-myths-about-social-media-marketing.html>
- <http://excleratemedi.com/blog/6-common-social-media-myths/>

Discussion topic

Bain and Company has written a white paper on putting Social Media to work located here: <http://www.bain.com/publications/articles/putting-social-media-to-work.aspx>

In it, the authors share five key principles in developing a successful social media business approach. Chose two of those principles and share an example of how Starbucks Coffee has made use of them in their branding efforts. In your discussion, please address who Starbucks is targeting with the effort, the channels (sites like Facebook or Twitter), and why you think that channel was chosen.

Read, watch lecture, complete *Sakai* homework (under the **Assignments** tab): Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET.

Post response to lecture question: Thursday by 11PM EST.

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

Complete HootSuite U Module 7

WEEK NINE—Oct. 20 - 26 2014

Social Media and Brand YOU

Focus on

- The Importance of Brand You in a Digital World

Readings

The Tom Peters article that started Brand You in 1997 located here: <http://www.fastcompany.com/28905/brand-called-you>

<http://www.youtube.com/watch?v=qeHtvuTcy70> Ted Talk; Building a Personal Brand

<http://bit.ly/1bJq9a5> Personal Brand Management in the Social Networking Age

Discussion topic

Read Forbes article on Brand You located here:

<http://www.forbes.com/sites/glennllopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/>

Discuss whether or not you agree with the premise of the article: “Personal Branding is a Leadership Requirement, not self promotion.” Explain why you feel as you do. What channels should one use in building a strong online Brand You? What type of information should be shared on those channels to build an online Brand You?

Read, watch lecture, complete **Sakai** homework (under the **Assignments** tab): by Tuesday 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET.

Post response to lecture question: Thursday by 11PM EST.

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

Complete HootSuite U Module 8

WEEK TEN: Oct. 27 – Nov. 2, 2014

Measuring the Impact of Social Media

Focus on

- ROI and other Social Media Outcomes

Reading

Ch. 10 Social Media Marketing

Articles:

<http://tomasberthold.com/me/wp-content/uploads/sites/11/2013/03/Social-Media-Marketing.pdf>

<http://adage.com/article/digital/manage-brand-s-social-life/234309/>

<http://www.marketingpower.com/ResourceLibrary/MarketingNews/Pages/2013/11-13/social-media-facebook-social-media-measurement-domo-web-traffic-youtube.aspx>

Discussion topic

You are the Brand Manager for Coke Zero. Your Vice President does not believe that you can provide an ROI for the social media spending you are budgeting for Coke Zero. Please prepare a memo to her refuting her belief. Please include references cited as an appendix for your memo.

Read, watch lecture, complete *Sakai* homework on (under the **Assignments** tab): Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET.

Post response to lecture question: Thursday by 11PM EST.

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

Brand Impact essay due this week by Thursday at 11pm EST.

Complete HootSuite U Module 9

WEEK ELEVEN—Nov. 3 - 9, 2014

Social Media, Branding and the Consumer

Focus on

- The consumer is in control
- Customer service with Social Media and the impact on the Brand

Readings

Ch. 9 Social Media Marketing

Discussion topic

On page 198 of the Social Media Marketing text find Exercise Number 2 and complete the instructions shown. Please include the URL's for the five YouTube videos you used in your Content Analysis.

To aid you, read these articles:

<http://intrepidstrategic.com/blog/research-and-social-media-why-how-to-do-a-content-analysis/>

<http://www.youtube.com/watch?v=HUKPf00Z1Ms>

Read, watch lecture, complete *Sakai* homework (under the **Assignments** tab): Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET.

Post response to lecture question: Thursday by 11PM EST.

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

Complete HootSuite U Module 10

WEEK TWELVE—Nov. 10 - 16, 2014

The Future of Branding and Social Media

Focus on

What social media means to branding in the future.

Reading

<http://www.brandwatch.com/2013/11/the-future-of-social/>

<http://greatfinds.icrossing.com/the-future-of-social-media-and-connected-brands/>

There is no homework or discussion topic this week.

Social Media Marketing Plan due to Professor Hughes by Thursday at 11pm EST this week.
Email to rjhughes@ufl.edu.