



Course: BUS 302, Social Media Marketing Strategies
Semester: Spring 2020
Meets: Mondays and Wednesdays, 2:00 pm – 3:20 pm (B103)
Instructor: K. Kyu Kim, PhD
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Office: B 305
Office Hours: Drop in: Mondays 11:00 AM – 12:00 PM
Other times: e-mail to arrange an appointment

COURSE DESCRIPTION:

Social Media Marketing Strategies covers theoretical and practical perspectives for developing and implementing social media marketing strategies. The course is designed to expose students to state-of-the-art practices in social media marketing with an emphasis on leveraging insights from social media to inform strategic firm decisions.

REQUIRED TEXTS & OTHER COURSE MATERIALS:

Textbooks:

Required: Tuten, T. and Solomon, M., *Social Media Marketing*, 3rd ed., 2018, Sage Publications, ISBN-10: 1526423871.

Supplementary: Charello, Michelle, *Essentials of Social Media Marketing*, a digital textbook from Stukent (<https://www.stukent.com/essentials-of-social-media-marketing/>)

Cases and Articles:

The case course pack can be purchased online directly and downloaded in electronic form from Harvard Business School Publishing website.

Some assigned articles (**not the cases**) are accessible through the university library. Other course materials will be provided as links and pdf documents in Blackboard.

Student Learning Outcomes:

This course emphasizes and supports the following undergraduate learning objectives:

- Knowledge
- Critical Thinking and Analysis
- Communication Skills

COURSE REQUIREMENTS & GRADING INFORMATION

Case Write-ups and Presentation (Team)	10%
2 Quizzes	5%
Hootsuite Academy	5%
Individual Assignment (Design an A/B Test)	15%
Mid-term Exam	20%
Final Exam	20%
Social Media Strategy Analysis (Team)	18%
Participation*	7%
<hr/> Total	<hr/> 100%

[1] Case Write-ups and Presentation (Team)

(1) [Team presentation & Key recommendations for ONE CASE](#)

Each case discussed in the course will have its key recommendations presented in executive summary form after the case discussion by a 2-3 person team. Maximum time is 20 minutes and will include key recommendations and reasons why (rather than entire case analysis). Team assignment rules and case sign-up will be provided. The team performance will be judged as to how succinctly they select key recommendations and reasons behind it.

(2) [Team written case assignments](#)

Written analysis is required for 1 of these 3 cases as follows:

Write-up #1: Case 1, 2, or 3

Note: The 1 written case cannot be the same as the one you picked for presentation with a team.

You need not tell us your choices but you are responsible for keeping track of them. Written analyses are **due at the beginning of the session** in which the case will be discussed. Case questions will be provided for each case to guide your write-up. The case write-ups should be the equivalent of **about 2-3 single-spaced pages** (and any appendices attached). Please provide your case in soft copy unless you have a special circumstance. (But hard-copy is also acceptable)

The written analysis is a team assignment (2-3 people).

These are not “standard” case analyses. **Just answer the questions**. There is no need for a lengthy introduction in your write-up but rather please directly address the key issues suggested by the case questions. Try to avoid lengthy repetition of case facts (you can reference page numbers, exhibits, tables) -- but by all means justify your logic through case specifics. Please be careful to distinguish between case facts and stereotyped sweeping generalizations. **Recommendations should be substantiated by clear logic and case specifics**. Diagrams and schematics are very helpful in both sharpening your thinking and your exposition. Incorporation of learning from assigned readings and class material into analysis is a plus and is expected.

[2] Hootsuite Academy

Hootsuite is considered a leading platform for organizing and managing social media accounts. You are to complete the entire set of **free courses** available through [Hootsuite Academy](https://education.hootsuite.com/collections).
<https://education.hootsuite.com/collections>

- (1) [Social Marketing Training](#) (six free courses)
- (2) [Hootsuite Platform Training](#) (two free courses)

You will provide documentation of completion by uploading files to Blackboard. Specific instructions will be provided within the assignment module. Grading is based **on an all or nothing completion basis**.

[3] Individual Assignments

There are two individual assignments in this course. Files and instructions will be provided via Blackboard for each assignment separately.

Assignment 1:

Design an A/B Test

You will design an A/B Test for a brand you select.

I will provide you with data from an A/B Test.

[4] Social Media Strategy Analysis (Team Project)

This is a team assignment (2-3 people).

Instructions will be provided in class and posted on Blackboard.

[5] Participation*

Attendance (3%): **You are expected to attend all sessions.** If you cannot attend for a specific reason then please inform professor through e-mail that you are unable to attend, or your absence will negatively affect your participation grade. Treat it like a professional meeting at work: if you cannot attend for any reason, you are expected to inform the person running the meeting as a professional courtesy.

Attendance is mandatory for all students during presentations (and the exam) as well as days I cover assignments and the team project.

Engagement (4%): You are expected to prepare for each class and to actively engage in the discussion of readings and cases. If you don't keep up with the reading, you will not enjoy the class. Thus it is **very important that you be prepared for each class**. You are expected to actively discuss both readings and cases and add to the learning of the class, whether in the live classroom or on-line. You are also expected to raise questions provoking the thinking of others to the case-presenting teams. You will sometimes be randomly called upon in class to comment and answer questions, so please be prepared.

OFFICE HOURS POLICY

Time is a limited and perishable resource. Drop in hours do not require an appointment, though advance notice (even 10 minutes) is appreciated.

I can also meet outside of drop in hours. To schedule an appointment, please e-mail me with options for times you are available to meet.

ACADEMIC INTEGRITY:

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at <http://www.stonybrook.edu/uaa/academicjudiciary/>

ACADEMIC DISHONESTY:

The school regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of Business permit cheating of any kind.

ACADEMIC ACCOMMODATIONS FOR DISABILITY:

If you have any disability that requires special academic accommodations, please let me know ASAP. Any student requesting academic accommodations based on a disability is encouraged to discuss their needs with his/her professor and Disability Support Services.

CRITICAL INCIDENT MANAGEMENT:

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn.

*Schedule subject to change. Official schedule appears in Blackboard (under Announcements).

 Tentative TOP VIEW of COURSE 

FOUNDATIONS OF SOCIAL MEDIA MARKETING			
Wk 1	2/24	Article 1: Social Media Marketing (Univ. Virginia 2016, UV7167)	What is social media marketing (SMM)?
	2/26	Article 2: Marketing reading: Digital marketing (HBS 2015, 8224)	Digital Marketing (SEO, In-bound Mktg)
Wk 2	3/2, 4	Stukent Ch 1	Social Media Revolution
Wk 3	3/9, 11	Sage Ch 2, Quiz 1 (3/11)	Social Consumers
Wk 4	3/16, 18	Sage Ch 3	Connected Customer and Social Interactions
Wk 5	3/23, 25	Sage Ch 4 (or Stukent Ch 3)	SMM Strategic Planning
WK 6	3/30, 4/1,	Case 1 (3/30): Marketing Twitter (Ivey 2017, W17042), Sage Ch 5,	SMM Strategic Planning SMM Tactical Planning
Wk 7	4/6, 4/8,	Sage Ch 5, Quiz 2 (4/8),	SMM Tactical Planning Social Media Metrics
Wk 8	4/13, 4/15, 4/20	Sage Ch 11 No Class Article 3: What is the value of a like?	Social Media Metrics Election Day (HBR 2017)
Wk 9	4/22 4/27	Review Q&A Mid-Term Exam	In-Class Exam
THE FOUR ZONES OF SOCIAL MEDIA			
Wk 10	4/29, 5/4	Sage Ch 6, No Class	Social Community Substitute Holiday
Wk 11	5/6, 5/11	Sage Ch 7, Case 2 (5/11): AccorHotels and the Digital Transformation (Insead 2017, IN1251),	Social Publishing
Wk 12	5/13, 5/18	Sage Ch 8, Case 3 (5/18): The Hunger Games: Catching Fire (Kellogg 2016: KEL 964),	Social Entertainment
Wk 13	5/20, 5/25	Sage Ch 10, (or Stukent Ch 18)	Social Media Analytics
Wk 14	5/27, 6/1	Team Project Work Day Student Project Presentations	Social Media Strategy Analysis Project
Wk 15	6/3, 6/8	Review Q&A No Class	Correction Day
Wk 16	6/10 6/15	Reading day Final Exam	Grande Finale !