**BA in Management Program   
Fall 2020**

**MKTG410 - SOCIAL MEDIA MARKETING**

MKTG410\_2020Fall.doc

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**Web:** SuCourse

**Office Hours:** please email

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| **Type** | **Time** | **Days** | **Where** |
| Class | 16:40 am - 17:30 pm | Monday | Online |
| Class | 09:40 pm - 11:30 am | Friday | Online |

**For each class, a link will be provided over SuCourse, please follow the announcements.**

**Course Objective:**

Social media, word of mouth, and viral marketing have become important issues for companies, brands, and organizations. Marketers want their product to be popular, organizations want their social change initiative to catch on, and entrepreneurs want their ideas to stick.

Why do some products catch on and achieve huge popularity while others fail? Why do some behaviors spread like wildfire while others languish? How do certain ideas seem to stick in memory while others disappear the minute you hear them? More broadly, what factors drive trends, social contagion, and social epidemics?

**Learning Outcomes:**Upon successful completion of the course, the student should be able to:

* Describe how products, ideas, and behaviors catch on and become popular.
* Classify the key social media effectiveness metrics
* Discuss the effect of interpersonal processed and social networks that influence social success.
* Learn the consequences of social media on brands and consumer life.
* Explore the current social media landscape and the new tools to monitor and manage your content.

Prerequisite: Basic Marketing knowledge is required.

**Course Material:**

 Readings: See the reading list for each section below (will be available on SuCourse), for most of them links will be provided from Harvard Business Publishing.

 Book: Contagious (Jonah Berger), Kindle version is available

 Book: Social Media Marketing: Marketing Panacea or the Emperor’s New Digital Clothes? By Alan Charlesworth (A Business Expert Press Book), links will be provided

**Course Web:**

On SUCourse the readings, cases as well as assignments will provided. Please check the materials after each course as well as before. Please see the class schedule for a detailed overview.

Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.”

**Instructional Design:**

There will be videos to be watched or there will be live sessions. Based on the content, there will be announcements each week. Powerpoint presentations will be provided before the class.

**Grading**:

Case write-ups (50% of your grade, group work + individual work)

You are asked to hand in a one page answer to a question (or a set of questions) that will be announced on SuCourse

The case write-ups must be handed in before the deadline.

Midterm Exam (20%)

The exam will be online. It will be multiple choice questions, short answer and short essays based on mini-cases.

Final Exam (25%)

The exam will be online. It will cover all the materials from the beginning of the class. It will be multiple choice questions, short answer and short essays based on mini-cases.

Research Participation (5% of your grade)

You will participate in research conducted by the behavioral researchers and announced at Sona system.

In group assignments, all the members should contribute, all of them are responsible for the content as well as the grades received. To pass the course each group must hand in all case write-ups!

Peer Evaluation in Teamwork

Students will be asked to provide an evaluation of the members of their team in your group assignments. Each student will divide 100 points between the members of her team, including herself. The peer evaluation will have a direct impact on your group assignments. To give a simple example, if the group mark is 25 out of 30, and if your peer evaluation indicates that your contribution was less than what was expected, then your group project mark will be less than 25 out of 30. There are no simple rules for adjustment.

**Requirements:**

For receiving participant grade fully, not just presence in online sessions is sufficient, actual contribution to the learning in the online classroom is important. i.e. the quality of one’s participation was also important.

The group presentations should be done by all the team members.

Do not leave earning research points to the end of the semester, check <https://sabanciuniv.sona-systems.com/> regularly and follow the emails received about SONA system.

**Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one’s paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

**Classroom policies and conduct**

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

* Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
* Listen to the person who has the floor.
* Be online for the class on time.

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| # | Date | Content | Reading |
| 1 | M | Introduction | This syllabus |
| 2 | F | Social Contagion | Introduction: Why Things Catch On  <http://www.simonandschuster.com/books/Contagious/Jonah-Berger/9781451686593/browse_inside> |
| 3 | M | **S**ocial Currency and **T**riggers | Social Currency, Contagious (p. 29-61)  Triggers, Contagious (p. 61-93) |
| 4 | F | **E**motion and **S**tories | Emotions, Contagious (p. 93-125)  Stories, Contagious (179-203) |
| 5 | M | **P**ublic and **P**ractical Value | Public and Practical Value, Contagious (125-179) |
| 6 | F | Connected Consumer | We're all Connected: The Power of the Social Media Ecosystem |
| 7 | M | Dark and Bright Side of Social Media | I Ran 4 Experiments to Break My Social Media Addiction. Here's What Worked. (HBR Reading)  Two Sides of Social Media |
| 8 | F | Applying STEPPS framework  **CASE 1 DISCUSSION** | Case 1- Applying STEPPS framework (15 pts.)- GROUP WORK |
| 9 | M | Fundamentals of Digital Marketing – Outbound Marketing | Marketing Reading: Digital Marketing (HBR Reading)- Essential Reading and Outbound marketing (p. 3-31) |
| 10 | F | Fundamentals of Digital Marketing – Inbound Marketing | Marketing Reading: Digital Marketing (HBR Reading)- Inbound marketing(pg/ 31-42) |
| 11 | M | Digital Marketing Assignment  **DISCUSSION** | --Assignment 1- Fundamentals of Digital Marketing (10 pts.)- INDIVIDUAL WORK |
| 12 | F | Understanding Social Media | What Is Social Media Marketing?\*  Social Media Marketing: What Works, What Doesn’t ... and Why\* |
| 13 | M | Using Social Media for Marketing Research and Branding | Marketing Reading: Digital Marketing (HBR Reading)- Inbound marketing(pg. 42-52) |
| 14 | F | Branding Using Social Media | Branding in the Age of Social Media (HBR Reading) |
| 15 | M | How can brands survive the COVID-19 crisis? | Links of the webinars will be sent out. |
| 16 | F | Social Media Assignment  **CASE 2 DISCUSSION** | The Hunger Games: Using Digital and Social Media for Brand Storytelling (HBS CASE)- (15pts)- GROUP WORK |
| 17 | M | Social Networks | Pulsar, Gangnam Style and Harlem Shake  Twitter Is Not the Echo Chamber We Think It Is (MITSloan Management Review) |
| 18 | F | **MIDTERM EXAM** | The exam will be online and will take place during class hours. |
| 19 | M | Reflection on exam and key learning and |  |
| 20 | F | Influentials | Influencers Are the New Brands |
| 21 | M | Divergence and Invisible Influence | Not If They are Doing it (Invisible Influence, J. Berger) |
| 22 | F | Managing Online Reviews | What Marketers Misunderstand About Online Reviews  Managing Online Reviews on TripAdvisor |
| 23 | M | Invited Online Lecture from Practitioners | Unilever (Using Social Media for Marketing Campaigns of Algida) |
| 24 | F | Digital and Social Media Assignment  **CASE 3 DISCUSSION- part 1** | |  | | --- | | Squatty Potty: Assessing Digital Marketing Campaign Data | |
| 25 | M | Digital and Social Media Assignment  **CASE 3 DISCUSSION- part 2** | |  | | --- | | Squatty Potty: Assessing Digital Marketing Campaign Data | |
| 26 | F | Lessons From Brand Failures in Social Media  DISCUSSION | Assignment 2- Reputation Warfare- How to Fight Back?  INDIVIDUAL WORK |
| 27 | M | Best Practices for Brands on Social Networks |  |
| 28 | F | REVIEW SESSION | Preparations for the Final Exam |