**SPRING 2022**

**MKTG 410/MKTG 528 - SOCIAL MEDIA MARKETING**

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| **Type** | **Time** | **Days** | **Where** |
| Class | 13:40 pm - 16:30 PM | TUESDAY | School of Management G013-14 |

**The class will be held in class and broadcasted over Zoom.**

**Course Objective:**

The marketing paradigm has transformed with the rise of digital technologies. Companies today face a constant proliferation of social media channels, the growing power of connected customers, and an explosion of new digital tools.

To succeed, marketers must be able to plan, implement, and measure the impact of digital strategies that are suited to today’s customers and integrated with their traditional marketing and business goals. This course focuses on how marketers can reach digitally savvy audiences, build deep customer relationships, and influence the digital path to purchase.

Social media, word of mouth, and viral marketing are important parts of digital marketing. Marketers want their product to be popular, organizations want their social change initiative to catch on, and entrepreneurs want their ideas to stick. And during this class, we will understand how to create content and measure success of content on social media.

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

* Classify the key strategies in digital marketing (REACH)
* Learn the digital advertising mix- channels and principles
* Learn how products, ideas, and behaviors catch on and become popular (STEPPS).
* Explore the lessons from brand failures and best practices in social media
* Classify the key social media effectiveness metrics
* Learn the consequences of social media on brands and consumer life.
* Explore the current martech 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, not required, recommended

**Course Web:**

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

Sabancı 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:**

The class will be in-class and broadcasted over Zoom. Based on the content, there will be announcements each week. Powerpoint presentations will be provided before the class.

**Grading**:

**Assignments (55% of your grade):**

Group work (30 pts)- 2 HBR Cases conducted with teammates, sent through SuCourse

Individual work (10 pts)- 2 Individual assignments, sent through SuCourse

Mini work (15 pts)- There will be several across classes in-class or mini exercises throughout the semester. I will drop the lowest graded %15 of the mini-work.

You are asked to handwritten answers to questions (or a set of questions) that will be announced on SuCourse and during class.

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

**Final Exam (25%)**

The exam will be OFFLINE. 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.

**Active Participation and Attendance (15% of your grade)**

You are required to participate in the classes: open your cameras and actively provide your thoughts, suggestions, answers, and valuable input during the online classes.

75% of the classes (9 weeks) are **strongly encouraged t**o be attended in person & in the classroom. 8 points come from online/physical attendance (max) and 7 points comes from active participation (max).

* 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 offline/online for the class on time. For Zoom, I will also take a record of how long the participants stayed during class.

**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 class/online sessions is sufficient, actual contribution to the learning in the online classroom is important. i.e. the quality of one’s participation is 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.

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| WEEK | Content | Reading & Resources |
| 2 | **Introduction &**  **Fundamentals of Digital Marketing – Outbound Marketing** | This syllabus  **Core HBR reading**-Marketing Reading: Digital Marketing (HBR Reading)- Essential Reading and Outbound marketing (p. 3-31) |
| 3 | **Fundamentals of Digital Marketing – Inbound Marketing** | **Core HBR reading**- Marketing Reading: Digital Marketing (HBR Reading)- Inbound marketing (pg. 31-42)  **Core HBR reading/ Tutorial**-Digital Marketing, Social Media, And Mobile Marketing  **>>Individual Assignment 1- Understanding Digital Advertising Mix** |
| 4 | **Strategic Digital Marketing** | **HBR Reading & Case**- Under Armour's Willful Digital Moves  To analyze strategic decisions for allocating a marketing budget & segmenting |
| 5 | **Social Contagion & STEPPS Framework**  **Social Currency and Triggers** | **Online Resource:** https://jonahberger.com/resources/  Social Currency, Contagious (p. 29-61)  Triggers, Contagious (p. 61-93)  **HBR reading**- Want Your Ad to Go Viral? Activate These Emotions. |
| 6 | **Emotion and Stories**  **Public and Practical Value** | Emotions, Contagious (p. 93-125)  Stories, Contagious (179-203)  Public and Practical Value, Contagious (125-179) |
| 7 | **STEPPS framework**  **GROUP CASE 1** | **>>Group Assignment 1: Finding Relevant Cases for the STEPPS framework & Application** |
| 8 | **Strategic Social Media Marketing** | **HBR Reading & Case**- Wendy's: Capitalizing on Emerging Social Media Trends  Identify the key elements of an effective social media strategy. Analyze the relationship between a social media campaign and sales. |
| 9 | **Relationship Marketing using Social Media** | **HBR Reading**- [Customer Lifetime Social Value (CLSV)](https://hbsp.harvard.edu/product/518077-PDF-ENG?Ntt=CRm%20lifetime&itemFindingMethod=search) **>>Individual Assignment 2- Understanding Digital Advertising Mix** |
| 10 | **Evaluation and Improvement of Social Media Mix** | Review Methods for Assessing and Improving  Invited Guest Speaker- TBA |
| 11 | **Social Networks& Influencers** | **HBR Reading & Case**- Instagram Influencer Marketing: Creating A Winning Strategy  Invited Guest Speaker- TBA |
| 12 | **Social Media Activism** | **HBR Reading & Case**- Brand Activism: Nike and Colin Kaepernick |
| 13 | **Performance Marketing**  **GROUP CASE 2** | **>>Group Assignment 2: Gupta Media: Performance Marketing in The Digital Age**  This Case Provides a Data Intensive View Of How The Return On Marketing Promotions Can Be Measured And Managed. |
| 14 | **Overview** | Summary & Final Discussions and Notes for Future |

**Here Is an Overview of Class Materials And Required Readings. The Course Package Will Be Available On HBR.**

Coursepack Name: MKTG 410/528\_SPRING 22  
Coursepack URL: <https://hbsp.harvard.edu/catalog/course/918252>