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GEORGE MASON UNIVERSITY

School of Business

SYLLABUS
MKTG 491
Social Media Marketing
Spring 2018

Instructor: Shaun Dakin, MBA
Class Date/Time: Thursday 7:20 PM – 10 PM
Location: ENT 174
Office Hours: By appointment
Office: Johnson Center Panera 5 PM on Thursdays
Telephone: 703-829-0854 (mobile)
E-mail (preferred contact method): sdakin@gmu.edu (if really important CC my business email address shaun@dakinassociates.com)
Web page: www.DakinAssociates.com

Course Description

Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers.

This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now.
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The emphasis of this course is instead on understanding consumers’ social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover some relevant related aspects in digital marketing more broadly, including emerging topics in electronic commerce and mobile marketing.

Learning Outcomes

This course will offer you an opportunity to:

- Understand what social media is and how this new type of media and communications technology influences how business and marketing is done

- Understand key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies

- Develop skill in using the predominant social media tools currently available for business/marketing communication

- Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management)

- Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value

- Develop a strategic plan for identifying opportunities for using social media in a company
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**GMU Undergraduate Program Learning Goals** (those in **bold** will be addressed in this class):

**Goal 1:** Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

**Goal 2:** Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

**Goal 3:** Our students will demonstrate technical and analytic skills appropriate for success in business.

**Goal 4:** Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

**Goal 5:** Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

**Goal 6:** Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.
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**Text & Materials (ALL ARE REQUIRED TO GET AN A)**

- **Stukent online ($)**: Textbook and Simulation.
- **TopHat ($)**: In class interactive tool and during the week discussion tool.
- **Twitter**: Free way I'll share interesting articles about internet marketing using #GMU491 as the hashtag. Those articles will be used for TopHat quizzes and in class discussion.
- **Facebook Group**: We will use this group to have more in depth discussions about topics and articles.

**Online Text Book ($)**: Social Media Marketing AND Simulation REQUIRED

**NOTE NOTE NOTE → YOU MUST USE YOUR GMU.EDU EMAIL TO REGISTER FOR YOUR TOOLS.**

This course uses a digital textbook and simulation that can be accessed and purchased at the following link:

→ [https://home.stukent.com/join/B5D-019](https://home.stukent.com/join/B5D-019)

**TopHat ($)**: REQUIRED

**NOTE NOTE NOTE → YOU MUST USE YOUR GMU.EDU EMAIL TO REGISTER FOR YOUR TOOLS.**

We will use TopHat throughout the semester.

To learn more and to get help go here → [https://success.tophat.com/s/](https://success.tophat.com/s/)

Log in → [https://tophat.com/](https://tophat.com/)

**Manual Student Registration – Join Code: 976798**

"Should students not receive the email invitation they can still register for their Top Hat account manually by visiting [www.tophat.com](http://www.tophat.com) and clicking the Sign up button in the upper right hand corner of the page. Students will be prompted for your course’s 6-digit join code so we recommend making this identifier easily accessible to them - possibly on your course syllabus, course website, or an email sent to them. Each Top Hat course has a unique identifier, a 6-digit join code that differentiates your Top Hat course from any other courses. Your join code is listed under your course name in the upper left hand corner of your course page, as well, it is built into your course URL address."

**Class Twitter (free):**

When I teach, I tweet at [@DakinMarketing](https://twitter.com/DakinMarketing). Please follow this account. I'll use the hashtag #GMU491 if there are articles and information that we may use in class discussions. You are welcome to @ me and use the class hashtag as well to share relevant information you think that the class may be interested in reading.
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→ https://twitter.com/dakinmarketing

**Facebook Group (Free):**

We will use this group to have more in depth discussions about topics and articles. If you are interested in helping moderate this group, email me.

→ https://www.facebook.com/groups/GMU491Spring2018/
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Academic Integrity

Mason is an Honor Code university; please see the University Catalog for a full description of the code and the honor committee process and read the information below. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else's work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

School of Management Community Standards

Community Standards of Behavior

The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following

Community Standards of Behavior:
• Respect for the rights, differences, and dignity of others
• Honesty and integrity in dealing with all members of the community
• Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.
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**Grading**

**Graded elements for this course:**

\[
G = \text{Group} \\
I = \text{Individual}
\]

1000 total points

→ **Quizzes (I):** 12 of 12 chapter quizzes will count for a total of 200 points (16.66 points each)

   **NOTE:** YOU MUST TAKE ALL QUIZZES TO RECEIVE FULL CREDIT.

   If you do not take a quiz you will lose 16.66 points for each quiz not completed.

→ **Midterms (I) – 150 points (75 points each)**

   2 midterm online exams will be given. It will be multiple choice and include questions from the quizzes and TopHat that you will have already taken.

→ **Social Media Content Analysis Project (G): 130 points**

   Over the semester you will work on a Social Media Content Analysis Project with a group of your classmates. 65 points for the data aspect and 65 points for the write up.

→ **Simulation (I): 200 points**

   This is Pass/Fail. If you complete each round, on time you will receive full credit. If you do not, you will not receive full credit. You will receive a zero.

   You will be going through 14 rounds.

   Each round is worth approx. 28 points. You must submit your results from each analysis round on BB to get full credit. After each action round you will be required to do an analysis round.

   Make sure you replicate or take screen shots of the analysis that you complete and upload to BB. For example your action round is 1 and your analysis round is round 2. You would upload your analysis from round 2 ONLY.

   If you do not complete each round by the scheduled day and time you will lose 5 points for each date missed. If the analysis is due March 4th and you submit it March 9th you will lose 25 points total and receive 3 points (28-25).

   **Extra Credit:** The 3 top people in terms of profitability will receive EC points each round where results are calculated. 3, 2, and 1 points.
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Expert Sessions (1) (videos): 120 points (6 videos at 20 points each). Pick 6 of the 14 videos.

Stukent provides a bunch of great expert videos. For "social media" they have 14 videos. Go to this URL and at the bottom of the LEFT navigation select "social media marketing"

https://www.stukent.com/expert-session-speakers/ → Social Media Marketing

During specific weeks, you will be required to pick one of the 14 videos (if a video is not already included in the TOP RIGHT corner of a chapter introduction), watch it, and then take the quiz and upload your answers to the quiz into BB.

You will be required to watch at least 6 videos. If you do not, you will lose 20 points for each video you do not watch.

Be expected to discuss the video you watched in class as I may call on you to present what you learned.

Class participation / TopHat: 125 Points

Almost every week you will complete interactive quizzes and assignments using TopHat. These will be "graded" as pass/fail. That is, if you do all the assignments you will get 100 percent.

Final Exam (I): 75 points

A final online exam will be given. It will be multiple choice and include questions from the quizzes and TopHat that you will have already taken.

25 questions at 4 points a question. Plus Extra Credit.

Extra Credit:

EC will be available ad hoc throughout the semester!

TEAM COMPETITION

Each week one group will be tasked with creating 10 questions in Kahoot.

Team Competition (G): Throughout the semester each team will be required to create questions in Kahoot (please download the app on your mobile device).

- **Topics**: Questions can come from the Textbook, expert videos or relevant topical social media marketing news.
- **Number of questions**: Create 10 questions.
- **Points**: Each question will be worth one point. I’ll keep score throughout the semester and the team with the most points will get: 1st = 10 points, 2nd = 7 points, 3rd = 5 points, 4th = 3 points, 5th = 2 points. 6th on you will get 1 point only if you actual get a point!
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Semester Grading Scale: Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>200</td>
</tr>
<tr>
<td>Midterms</td>
<td>150</td>
</tr>
<tr>
<td>Social Media project (group)</td>
<td>130</td>
</tr>
<tr>
<td>Simulation (Individual)</td>
<td>200</td>
</tr>
<tr>
<td>Expert Sessions (Individual)</td>
<td>120</td>
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<tr>
<td>Class Participation / TopHat</td>
<td>125</td>
</tr>
<tr>
<td>Final Exam</td>
<td>75</td>
</tr>
<tr>
<td>Extra Credit</td>
<td>??</td>
</tr>
</tbody>
</table>

TOTAL: 1000 points

970+      A +
940 - 969.9 A  800 - 839.9 B -
900 - 939.9 A - 770 - 799.9 C +
870 - 899.9 B + 740 - 769.9 C
840 - 869.9 B   700 - 739.9 C -
600 - 699.9 D
< 600        F

Student Responsibilities: For a summary of relevant university policies, see:

http://www.gmu.edu/catalog/apolicies/index.html, especially
http://catalog.gmu.edu/content.php?catid=19&navoid=4065#grading

Course activities and daily processes: Read assigned readings and cases prior to attending class. For tests, you are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

Exam Processes:

All exams will be online. You must have a laptop in class.

Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

Exam makeups: Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute acceptable bases for missing exams. Students missing the final exam must request a waiver from the Assistant Dean in the Office of Academic and Career Services in ENT 008. Preplanned weddings, vacations and deep discount airfares are not acceptable absences. There are no make-up tests or adjustments to satisfy the convenience of students who are enrolled in this class.

No extra credit is offered to anyone individually. All students are graded with the same standard.
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**Virtual Classroom:** Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. We are usually on campus by then, so if we are stuck in traffic you will know about by that time.

**Personal Challenges:** GMU and BUS provide students with significant resources to navigate the challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS), and several other student services. BUS majors should visit the Office of Academic and Career Services in room ENT 008 for more information.

**Classroom Professionalism and Civility:** Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

**Teams:** Several assignments will be conducted through team efforts. Teamwork is always a challenge. On one hand there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the teamwork. As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester. Also, students can be "fired" from the team, but by so doing, the team will receive a 5% penalty for their actions.

**Late Work:** Assignments delivered late will be penalized 10% for each class day missed.

**Use of E-Mail:** Consistent with federal privacy laws, I do not respond to non-GMU e-mail with confidential information. I respond only to YourName@gmu.edu e-mail.

**Email and Blackboard, Cancelled Classes and Emergency Information**

*Students must* use their MasonLIVE email account to receive important University Information, including messages related to this class as per university policies. THIS IS MANDATORY IN ORDER TO COMPLY WITH STUDENT PRIVACY LAWS. See http://masonlive.gmu.edu for more information. Your MasonLIVE email and Blackboard will be used to communicate with you in class. If you do not use/respond to your MasonLIVE email address and/or Blackboard you may miss out on important information that may affect your grade. For example, in the past, I've had students make a mistake in submitting an assignment and by not responding to either MasonLIVE email and/or Bb they have missed out on the opportunity to correct the mistake and this has impacted their assignment and final class grade.
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George Mason University Honor Code

Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

<table>
<thead>
<tr>
<th>School of Business Recommendations for Honor Code Violations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Approved May 2016</strong></td>
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<tr>
<td><strong>UG-Freshman Students</strong></td>
</tr>
</tbody>
</table>

<table>
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<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tr>
<td>Plagiarism</td>
<td></td>
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<tr>
<td>1. Failure to cite/attribute sources</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<td>Cheating</td>
<td></td>
<td></td>
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<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar completion</td>
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<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
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<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
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<tr>
<td>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
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### School of Business Recommendations for Honor Code Violations

**Approved May 2016**

#### UG-Non Freshman Students (including transfer students)

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<td>Cheating</td>
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Resources

Business Library Liaison Information:
- Jo Ann J. Henson, MLIS Business and Economics Liaison Librarian, Fenwick Library Fairfax Campus: http://infoguides.gmu.edu/business

School of Business Career Services: http://business.gmu.edu/undergraduate/career-services/

Disability: If you have a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged through the ODS. Please take care of this during the first two weeks of the semester. More information about ODS is available at http://www.gmu.edu/student/drc

Religious Holidays: It is the student’s responsibility to speak to the instructor in advance in the event that their religious observances will impact their participation in class activities and assignments. Calendar of Religious Holidays: http://ulife.gmu.edu/calendar/religious-holiday-calendar/. Students who will miss class for religious reasons should inform me of their anticipated absences as soon as possible.

Counseling center: George Mason University has a counseling center that can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or the like. More information is available at http://www.gmu.edu/departments/csdac. Counseling and Psychological Services (CAPS): (703) 993-2380.

Inclement weather & campus emergencies: Information regarding weather related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students sign up for the Mason Alert system to provide emergency information of various sorts at https://alert.gmu.edu.

An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists on http://www.gmu.edu/service/cert.

Inclement weather & campus emergencies: Information regarding weather related changes in the University’s schedule (e.g., closing or late opening) will be provided on the Mason website and via MasonAlert. I plan to hold class unless the campus is officially closed. If class is cancelled due to inclement weather or other emergency, activities (e.g., coverage of the material, presentations, etc.) schedule for that class will be moved to the next class. Other adjustments may also need to be made.

Other Useful Campus Resources
Writing Center A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu

Learning Services http://caps.gmu.edu/learning-services

University Career Services http://careers.gmu.edu

University Policies The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other
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Policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
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Course Schedule

See separate Word file →