

**Marketing 7332 – Social Media Marketing
Spring 2024**

Professor: William Zahn
Office: N/A
Office Hours: By appointment
e-mail: wjzahn@bauer.uh.edu

Professor: Danny Gavin
Office: N/A
Office Hours: By appointment
e-mail: dygavin@uh.edu

If customer ignorance is a profit center for you, you're in trouble. – Gary Hamel

Course Description:

Social media is rapidly changing the way businesses interact with their markets. A happy or unhappy customer used to tell 10 people about their experience, today they can tell 1000+ in minutes. Businesses of all sizes need to understand how this new way of communication is changing their competitive landscape. This course provides an in-depth understanding of the application of marketing principles to digital media, as well as strategies and tools to aid in marketing decision-making.

In this course, you will learn: 1. to understand social media's role in an integrated marketing campaign, 2. to use social media to enhance relationship-marketing campaigns, 3. to reinforce the effectiveness of other marketing tools with social media, 4. to develop a critical eye for the implementation of social media marketing, and 5. to use social media to help (re)position a corporate brand.

Course Objectives:

- 1) To understand social media's role in an integrated marketing campaign.
- 2) To show how social media can enhance relationship-marketing campaigns.
- 3) To consider social media's ability to reinforce the effectiveness of marketing tools.
- 4) To learn the basics of key social media marketing tools.
- 5) To develop a critical eye for the implementation of social marketing applications.
- 6) To use social media to help (re)position a brand.

If you participate in class, work closely with teammates, and complete assignments on time, you will improve your ability to use social media to promote your ideas and products and to better represent yourself and your company. You also will learn how social media can help build long-term, profitable relationships with clients.

Flipped Classroom Delivery

The format for this course will involve the following:

1. Independent learning via Video and Reading in the week leading up to each class.
2. Weekly comprehension quiz based on the Readings, Videos, and the Prior Week's Lab (when applicable).
3. Weekly in-class discussions via Zoom including practical exercises and cases that require coming to class having watched the videos and completed the readings.
4. Lab assignments completed with a team of classmates.

Top Hat

We will be using Top Hat Pro (www.tophat.com) for class participation. You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message. For instructions on how to create a Top Hat account and enroll in our Top Hat Pro course, please refer to the invitation sent to your school email address or consult Top Hat's Getting Started Guide (<https://bit.ly/31TGMIw>).

If you already have a Top Hat account, go to [<https://app.tophat.com/e/709997>] to be taken directly to our course. If you are new to Top Hat, follow the link in the email invitation you received or...

- Go to <https://app.tophat.com/register/student>
- Click "Search by school" and input the name of our school
- Search for our course with the following join code: 709997

You will be enrolling in Social Media Marketing (<https://app.tophat.com/e/709997>), Join Code 709997.

If a paid subscription is required, it will be listed at checkout when you enroll in our Top Hat Pro course.

Should you require assistance with Top Hat at any time please contact their Support Team directly by way of email (support@tophat.com), the in-app support button, or by calling 1-888-663-5491. Specific user information may be required by their technical support team when troubleshooting issues.

Required Readings

[Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes \(Ultimate Series\) 4th Edition](#) by Perry Marshall. ISBN-13: 978-1599186757

Other readings, as indicated, will be put on Canvas.

Canvas

This class will use Canvas as a course supplement. With Canvas, you can view class notes, download class readings, communicate with fellow students, and view grades and course progress at any time. Students are encouraged to log onto Canvas regularly to stay current with the class.

Grades*Top Hat Comprehension Checks*

Each week, you will need to go through the reading materials and lecture videos prior to class. These will be available via the Top Hat course. Each module will include some comprehension and discussion questions, which will be a part of your final grade. While the reading materials and videos will remain available to watch throughout the semester, the comprehension and discussion questions are due before class that week. You will not receive credit for questions completed once the class has started.

The best way to earn a high grade in this course is to read the course material and prepare questions and comments *before* coming to class.

Writing Assignments

There will be 3 writing assignments this semester. Each assignment will be 1-2 pages in length and will be graded by two peers using a grading rubric provided by the professors. This means that, in addition to the writing assignment, you will be responsible for providing feedback to two of your peers. Failure to complete both assessments on a writing assignment will result in a 30% deduction from that assignment's grade. The professors will also randomly audit 1/3 of the assessments to ensure that the assessments are fair and accurate.

Certifications*Google Analytics*

As part of your successfully completing this class, you will be required to complete and pass the Google Partners Analytics exam <https://skillshop.withgoogle.com/> once signed in go here: https://skillshop.exceedlms.com/student/catalog/list?category_ids=540-analytics-academy. Expect to spend at least 3 hours.

Hootsuite Platform and Hootsuite Social Marketing

To activate your new account and start learning, please follow these steps and click on the associated [blue links](#):

1. **Create your Hootsuite accounts** for Hootsuite Academy & Dashboard (free features) [here](#) - single sign-on for both. You will be prompted to create a new Hootsuite account, or to sign-in with an existing Hootsuite account.
2. **Fill out [this form](#) to verify your participation and get your Hootsuite Academy coupon code.** After you submit, the coupon will be emailed and appear on your screen. Please apply the coupon code to your Academy account right away as it expires within 30 days (after the code has been applied you can take the exams at any time).
3. **Apply your coupon code at the checkout** to remove the request for charges for the [Hootsuite Platform Certification](#) and [Social Marketing Certification](#) - **DO NOT INPUT YOUR CREDIT CARD.**
4. **Set up your Hootsuite dashboard** - watch [this video](#) for a new user tutorial.
5. **Start learning** with [Hootsuite Academy](#) by following the curriculum from your Professor.
6. **Take the [Hootsuite Platform Certification](#) and [Social Marketing Certification](#) exams** after you watch the training videos. Once the exam has been passed it cannot be taken again.
7. **Fill out [this survey](#).** Your feedback means a lot to us, and helps us make future improvements.

As part of the Student program, you will have access to:

- [Hootsuite Academy](#) courseware for Hootsuite Platform
- Free Social Marketing course (\$199 value)
- Free [Hootsuite Platform Certification](#) (\$99 value)
- Free [Social Marketing Certification](#) (\$199 value)
- Hootsuite dashboard ([free features](#))

We hope you enjoy learning with Hootsuite Academy, and we would love to hear about it! Feel free to tweet us [@hootsuite](#) and [@hootcommunity](#) while you learn how to use the Hootsuite Platform.

Having an account or technical issue? You can tweet us 24/7 [@hootsuite_help](#) or connect with us online: <https://hootsuite.com/help>

Group Assignments

Much of your grade for the semester will be based on working with a team. Employers look for success in getting things done with and through others. This is a great place to practice those skills.

The group assignments you will complete (discussed below) are an important part of this course.

- View this as an opportunity to learn the art and science of teamwork - a critical part of business life. As a team member, you will be expected to contribute to the team. "Slackers" beware! Throughout the semester, each teammate will evaluate your participation in completing the team assignments. See more below.

Lab Assignments

Some lectures will be accompanied by a lab assignment. These labs will be completed in teams and are reflective of real-world social media tasks that a social media manager would typically perform. They can be finished in class and are due by the start of the following class.

Group Presentations and Projects

The class will be divided by the professors into teams of 4-5. Please submit your resume to facilitate the assignment of the teams. Please note that once you have been assigned to your group, you MAY NOT switch teammates.

Advertising Group Projects

Projects will involve you working with an actual client to manage a \$500-\$1500 budget for Facebook advertising.

Students will be graded throughout the preparation, launch, and optimization of the campaigns for their effort, decisions, and quality of work.

The final deliverable will consist of two, equally-weighted parts: a report and a presentation.

The group project report will include an analysis of your Facebook campaign. The presentation should be a 30-minute summary of your report for the class and possibly the client, with 10 additional minutes available for Q&A.

Peer Evaluations

Peer evaluations will be taken **2 times** during the semester. At each evaluation, your teammates will be asked for written feedback on your performance and evaluate your effort. Both evaluations will impact grades on group assignments.

Late Assignments

Written assignments are due on the designated date and should be submitted via email to both professors. Make sure that you submit every assignment on time to get full credit for your assignment. It is up to you to keep track of due dates for the assignments, so please refer to this syllabus and Canvas often to keep abreast of the schedule. Please do not depend on the instructor to remind you of due dates.

Bauer Code of Ethics

1. Bauer students shall maintain the standard of academic honesty set forth under the University of Houston's Academic Honesty Policy;
2. Bauer students shall respect other students, faculty, staff and the Bauer environment; and
3. Bauer students shall maintain individual accountability and integrity.

Statement about Teaching

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions.

Synchronous Online Course

This course is being offered in the Synchronous Online format. Synchronous online class meetings will take place according to the class schedule. There is no face-to-face component to this course. In between synchronous class meetings, there may also be asynchronous activities to complete (e.g., discussion forums and assignments). Exams will be delivered in the synchronous online format, and the specified date and time will be announced during the course. Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided.

COVID-19 Information

Students are encouraged to visit the University's [COVID-19](#) website for important information including diagnosis and symptom protocols, testing, vaccine information, and post-exposure guidance. Please check the website throughout the semester for updates. Consult the (select: [Undergraduate Excused Absence Policy](#) or [Graduate Excused Absence Policy](#)) for information regarding excused absences due to medical reasons.

Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences.

Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, Blackboard, and Canvas; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

UH Email

Please check and use your Cougarnet email for communications related to this course. To access this email, [login](#) to your Microsoft 365 account with your Cougarnet credentials.

Webcams

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on during exams to ensure the academic integrity of exam administration. Webcams must also be turned on during presentations for evaluation and participation purposes.

Academic Honesty Policy

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed.

The [UH Academic Honesty Policy](#) is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

Security Escorts and Cougar Ride

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. Our Security escort service is designed for the community members who have safety concerns and would like to have a Security Officer walk with them, for their safety, as they make their way across campus. Based on availability either a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk with you for your safety please call [713-743-3333](tel:713-743-3333). Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called Cougar Ride that provides rides to and from all on-campus shuttle stops, as well as the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at <https://uh.edu/af-university-services/parking/cougar-ride/>.

Syllabus Changes

Please note that the instructor may need to make modifications to the course syllabus. Notice of such changes will be announced as quickly as possible through (*specify how students will be notified of changes*).

Helpful Information

Coogs Care: <https://uh.edu/dsa/coogscare/>

Student Health Center: <https://www.uh.edu/healthcenter/>

Grading Summary

Final grades will be determined as follows:

- **Individual Performance**

1. TopHat - 15%
2. Google Analytics Certification - 10%
3. Hootsuite Certifications - 10%
 - Hootsuite Platform
 - Hootsuite Social
4. Writing Assignments - 15%

- **Group Performance:** (can be influenced by Peer Evaluation Scores)

1. Lab Work - 20%
2. LinkedIn Ads Presentation - 10%
3. Final Ads Report - 10%
4. Final Ads Presentation - 10%

Grade Scale

Grade	Total Points Received
A	90-100
B	80-89
C	70-79
D	60-69
F	Below 60

Spring 2024 Tentative Schedule

Date	Topic	Reading	Assignments
1-16	The Horizontal Revolution and Writing for Social Media	TopHat Module 1	Writing Lab Assignment
1-23	Analytics/Social Media Metrics Projects Introduction	TopHat Module 2	UTM Lab Assignment Facebook Pixel and Account Access Lab Assigned
1-30	Content Marketing and Planning Social Media Audits Tentative Meeting with Clients (For Facebook Project)	TopHat Module 3	Client Social Media and Content Audit Writing Assignment #1
2-6	LinkedIn 1 – Organic and Audience Research	TopHat Module 4	LinkedIn Audience Lab Hootsuite Platform Certification Due
2-13	LinkedIn 2 – Writing Ads and Lead Forms and InMail	TopHat Module 5	LinkedIn Ad Writing Lab Hootsuite Social Marketing Certification Due
2-20	LinkedIn Ads – Account Setup and Presentation of Theoretical Ad Account	TopHat Module 6	Writing Assignment #2 Peer Evaluation (Due)
2-27	Facebook 1: Organic and Audience Research	TopHat Module 7 Ultimate chs 1-9, 13, 23-24	Lab – Facebook Pixel and Account Access Due
3-5	Facebook 2: Ad Writing, Account Structure & Campaign Setup	TopHat Module 8 Ultimate chs 17-18, 21-22	Facebook Project Work
3-12	Spring Break		
3-19	Facebook 3: Campaign Optimization and Launch Night 1	TopHat Module 9 Ultimate chs. 25-29	Facebook Project Work
3-26	Launch Night 2		
4-2	Facebook 4: Campaign Review Wrapping up Ads from Launch night 1	Ultimate chs. 10-12, 14-15	Facebook Project Work Google Analytics Certification Due
4-9	Campaign Presentation Practice and Feedback Wrapping up Ads from Launch night 2		Writing Assignment #3
4-16	Campaign Presentations		Campaign Report (Due) Final Peer Evaluation (Due)
4-23	Campaign Presentations		Campaign Report (Due) Final Peer Evaluation (Due)