



MKTG/ENTRE 579:
Influencer Marketing Strategies for Business Growth
Professor Justin Blaney, D.M.
Course Syllabus

Professor:	Justin Blaney, D.M. blaney@uw.edu 212 Broadway E. #23355 Seattle WA 98102 206-708-4080
Office Hours:	Email for an appointment.
Course Materials:	Required textbook Will Post For Profit: How Brands And Influencers Are Cashing In On Social Media <u>Purchase on Amazon: https://blaney.me/wpfp</u> ISBN-13: 978-1642935462 [All royalties are donated to the University of Washington]
Canvas:	Lecture slides when applicable and descriptions of all assignments are provided on canvas. Weekly discussions will take place on canvas as well. Check often for announcements and other posts related to the course content.

COURSE OBJECTIVES

Billions of dollars in revenue is being generated each year through the power of social media influence. This course will examine what it means to be an influencer, how to become one, and how to use the influence of others to build a powerful and profitable brand. Students will create two marketing plans: one to build their own influencer platforms and a second to harness other influencers to drive sales growth for a business.

Learning objectives:

- Understand what an influencer is.
- Conduct a social media marketing campaign through the use of social media influencers, including how to pick the right influencer to reach your target market.
- Explore organic and paid methods for building your own social media influence.
- How to analyze the effectiveness of influencer marketing.
- Strategies for negotiating an appropriate contract with an influencer at various stages of reach including micro influencers and nationally famous personalities.
- How to contact and build relationships with influencers.
- Methods for accurately measuring the influence of your own brand and individuals you may wish to partner with to forward your brand.

COURSE ORGANIZATION

Building brands through social media influence is a marketing elective that is designed to add to a student's previous marketing courses to create a wide-ranging knowledge across marketing tactics and disciplines. Influencer marketing is made up of two primary angles, one from the point of view of an influencer who is attempting to build her audience and generate income from her influence, and the other from a brand's perspective that is focused on gaining the most profitable exposure by partnering with the right influencers to reach new consumers and cement their brand in the minds of current users.

The primary project will be group based and will focus on how a brand would approach influencers in order to accomplish their business objectives. The students will learn through the text book, classroom discussions and supplemental materials everything needed to accomplish the section of their marketing plan due that week with a final exam designed to ensure all students have retained the important elements of the course.

Students can expect to hear from and engage with respected guest speakers including both sides of the influencer relationship, brands and individuals.

Schedule:

- Week 1 - Introduction
- Week 2 (chapter 1) - Authenticity/defining your brand
- Week 3 (chapter 2) - Growing your audience
- Week 4 (chapter 3) - Engaging and keeping your audience
- Week 5 (chapter 4) - Best practices for brands/influencer sourcing and relationship building
- Week 6 (chapter 5) - Contracts, negotiating, pricing
- Week 7 (chapter 6) - Campaign design
- Week 8 (chapter 7) - Using Analytics to improve results
- Week 9 (chapter 8) - Ethics/Compliance
- Week 10 (chapter 9) - Selected presentations and panel of distinguished guests.

COURSE ASSIGNMENTS AND GRADING

This course include a combination of individual and team assignments.

	Points:	Percentage of final grade:
Week 1 participation	40	4%
Week 2 participation	40	4%
Week 3 participation	40	4%
Week 4 participation	40	4%
Week 5 participation	40	4%
Week 6 participation	40	4%
Week 7 participation	40	4%
Week 8 participation	40	4%
Week 9 participation	40	4%
Group work participation	40	4%
Group Project Week 2	50	5%
Group Project Week 3	50	5%
Group Project Week 4	50	5%
Group Project Week 5	50	5%
Group Project Week 6	50	5%
Group Project Week 7	50	5%
Group Project Week 8	50	5%
Group Project Week 9	50	5%
Group Video and quiz questions	100	10%
Take home final	100	10%
<i>Total</i>	<i>1000</i>	<i>100%</i>

Grading scale:

95% and above	4.0
94%	3.9
93%	3.8
92%	3.7
91%	3.6

And so on...

Class participation (40%)

For those working with influencers in a real world environment, you will be expected to work with teams to accomplish business objectives. This involves actively providing your own ideas and critiquing the ideas of others. To simulate the real-world environment for the purposes of rich learning, this course is built around your active participation. As such, 40% of your grade will be based on your in class activity.

In addition to the above, class participation is critical to your learning process. Lively discussion makes class more interesting, fun and rewarding. It can be difficult to speak up in a class full of people, either for fear of being wrong, or the worry of coming across as a know-it-all. That is why we will make every effort to keep our classroom safe for participation without judgement or criticism. In our class, there truly are no bad questions or answers.

For those who are not comfortable talking in front of a large group, your participation in small groups will count as much as in the full class discussions. However, I can't encourage you strongly enough to raise your voice as often as possible. You will be expected to speak in front of larger groups, companies meetings, etc, when you enter the real world, so why not get some practice in this safe environment?

Specifically, participation is split into three components: weekly online discussions and in class contribution. Each of the first nine classes, every student is expected to contribute to the discussion. Students can earn up to 20 points per class for participation. The following is a description of a student who earns full credit for participation.

Outstanding contributor. Regular participation in most or all class conversations that includes insightful and thoughtful answers. Arguments are substantive and well thought out. This person never makes anyone else in the class feel bad about their answers, but instead encourages their peers to participate. When this person is absent, it creates a noticeable downgrade in the discussion quality. In a group work setting this student makes valuable contributions to the quality of the team's deliverables. They are supportive of their peers, making an effort to draw ideas out of others. They are positive and work toward solutions. They accelerate the project toward success. Finally, their peers would say that the project would not have been as quality if this student wasn't part of the team.

The second component of class participation is based on online discussion posts. Each student is expected to post at least two discussion topics every week for the first nine weeks of class. These can

be top level discussion posts or replies to another student. The discussions must be at least 100 words to earn full credit. Up to 10 points can be earned for each of two discussion post. Additional posts are encouraged but will not result in extra credit.

The final component of class participation is based on peer evaluations of each student's contribution to group work. This is worth a total of 40 points and takes the place of other forms of participation that would happen in week 10.

Final exam (10%)

The final will consist of 80 questions. It can be taken any time during Finals week from any location. This test is open book.

Group project (40% total)

Teams will work together to create 8 chapters of an influencer marketing plan, each chapter corresponding to a week of content. These projects will be completed in a round robin format so each group will work on all 8 marketing plans created by the class. For example, group uno will complete chapter 1 for company A in the second week, chapter 2 for company B in the third week, chapter 3 for company C in the third week and so on. See below for a matrix that shows this schedule.

Each week's chapter is due by the starting time of class the following week. For example, chapter 1 is completed during week 2 and is due by the beginning of class in week 3.

	Group Uno	Group Dos	Group Tres	Group Cuatro	Group Cinco	Group Seis	Group Siete	Group Ocho
Week 2	Sugar & Spoon	Xbox	Starbucks	B & M	Amazon Books	Amazon Go	Tableau	CDC
Week 3	CDC	Sugar & Spoon	Xbox	Starbucks	B & M	Amazon Books	Amazon Go	Tableau
Week 4	Tableau	CDC	Sugar & Spoon	Xbox	Starbucks	B & M	Amazon Books	Amazon Go
Week 5	Amazon Go	Tableau	CDC	Sugar & Spoon	Xbox	Starbucks	B & M	Amazon Books
Week 6	Amazon Books	Amazon Go	Tableau	CDC	Sugar & Spoon	Xbox	Starbucks	B & M
Week 7	B & M	Amazon Books	Amazon Go	Tableau	CDC	Sugar & Spoon	Xbox	Starbucks
Week 8	Starbucks	B & M	Amazon Books	Amazon Go	Tableau	CDC	Sugar & Spoon	Xbox
Week 9	Xbox	Starbucks	B & M	Amazon Books	Amazon Go	Tableau	CDC	Sugar & Spoon

Group video and quiz questions (10% total)

Each group will be expected to create a 10 minute video featuring content for the corresponding week. Group uno will create a video disseminating content related to week two's topics. This is due before class on the corresponding week. Group dos will present their video at the beginning of week 3, group tres at the beginning of week 4 and so on. In addition to this 10 minute video, the groups must create 10 questions related to the content of their video and include three incorrect answers and one correct answer. The final will consist of a selection of these questions and answers. See below for a complete schedule.

Week 2 (due at the beginning of class)	Group Uno
Week 3 (due at the beginning of class)	Group Dos
Week 4 (due at the beginning of class)	Group Tres
Week 5 (due at the beginning of class)	Group Cuatro
Week 6 (due at the beginning of class)	Group Cinco
Week 7 (due at the beginning of class)	Group Seis
Week 8 (due at the beginning of class)	Group Siete
Week 9 (due at the beginning of class)	Group Ocho

Team Formation and Projects

Teams will be formed in week 1. Each team will be responsible for creating a marketing plan according to the requirements set forth in the group project. Students within each group will be evaluating each other as part of your final grade, based on participation and value added by each team member. This is intended to be a positive method by which we can encourage all students to participate equally. See the third component of class participation for more information on peer evaluations.

Policy on late assignment submissions

In the event that you cannot meet an assignment deadline, you will be docked 5% of the total grade for each 24 hour period you are late, up to one week late. After one week, submissions will no longer be accepted. Notifying the professor ahead of time will not change this reduction in grade, unless warranted by proof of a serious illness, family tragedy or similar situation.

ABOUT THE INSTRUCTOR

Dr. Justin Blaney D.M. pioneered research on influencers as a doctoral student, and has been working with influencers for more than a decade. He is the #1 bestselling author of 15 books including his most recent, Will Post For Profit: How Brands And Influencers Are Cashing In On Social Media. He is followed by more than 1 million people on social media and publishes an app on Apple and Android that features meditations for living well.