

MBA 584 Social Media

MBA 584 – Social Media

Course Syllabus – updated 10/2016

Fall 2016

Instructor: Adjunct Professor: Lawrence O. Brown

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Phone: 847-912-5577 (cell) (if texting please identify who you are)

Office Hours: N/A – call/text if needed.

Class Schedule: 6:00 p.m.-9:00 p.m. (amended time)

Note about Communication

If you email me, I will respond within 48 hours. If you have a question about the class, post to the questions in the discussion board as it is possible one of your classmates will have an answer, and be quicker than myself. I'll address and clear up any confusion.

However, if you are stuck in traffic, sick, have an emergency, etc., send me a text message letting me know. We can circle back and touch basis later that day or the next. I understand life gets in the way; things happen, just let me know. I will do the same.

Course Description

This course will explore the “What, Why and How” of social media, social networking and the social web. You are expected to stay current with assigned readings and assignments, ask questions and be an active part of discussions. This course is a practical course that consists of a variety of lecture, in-class participation, active personal social media use, work done outside of class and a team-based project. We will use case studies quite a bit for this class.

Course Outcomes

By the end of this program, students are expected to:

Develop competency in the use of social networks, identify good uses of social media and explain why. Identify poor uses of social media, explain why and demonstrate knowledge of what to do differently.

Evaluate how networks function for different aspects of business and market research.

Review and evaluate blogging platforms, digital content distributions and the use of video in social media and market research.

Define business objectives, and metrics and tools used to measure progress.

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Decide how to handle ethical situations relating to digital and social media in the workplace, and online.

Required Reading

We will not have a required book for this course, but there will be articles we will read and discuss. You will find I like to draw on current events and the actual application of social media. Please keep up with the reading. I will try to limit articles to 2-3 per week.

There are several articles you will need to download from the Harvard Business Review website:
<http://cb.hbsp.harvard.edu/cbmp/access/55648083>

If you are not already a member, you will need to register on the site. The cost of articles vary from approximately \$4.00-\$6.00 per article.

Final Project

You will complete a project at the end of this class: develop a social media marketing plan (strategy) for a business of your choosing. It can be current business, perhaps one you think can improve its digital and social media marketing, or a plan for your own business or a plan to market a product, whatever gets you excited. The plan must:

- Explain the business or product
- Demonstrate its current efforts, if any
- What you are going to do
- How you are going to measure it
- Projected outcomes

Tentative Course Schedule

Week	Module Title
1	Intros and How We Got Here
2	Rise of Social Networks
3	Social Networks for Market Research
4	Social Networks for Customer Service
5	Blogs, Videos and More
6	Metrics
7	Ethics
8	Final Project & Course Wrap up

Course Deliverables

The deliverables and points breakdown is as follows:

Choose a business – due at conclusion of Module 3

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Digital/social marketing pitch/plan draft – due at the conclusion of **Module 5**

Final pitch/plan – due at the end of **Module 8**

Class Attendance

You are expected to attend every scheduled class time. Students missing more than 2 classes are going to be behind and this will impact your grade. You need to check in with Professor Brown if you miss more than 1 class.

If you miss a class, it is your responsibility to inquire about what you missed and keep up with class progress and assignments. In the event of inclement weather or other event that may result in cancelling classes, call the Elmhurst College School Opening Status line at 630-617-3777.

Class Withdrawal

If you decide not to come to class after a period of the semester has passed, please get a formal withdrawal from the course. Otherwise, you can only be graded on the portion of the work that you have completed, which would likely result in a failing grade.

Grading

The value of a class is not just the grade, but the knowledge you gain from it. Work to understand the salience and application of the material and you will be successful in earning a good grade. Grades are given on individual merit, not a curve. I use the plus/minus grading policy. For the letter grade/numeric breakdown see the attached page.

You must be in the room at the start of the class period in order for your quiz to count toward your grade; otherwise you will receive a zero for the quiz grade.

Class participation grade: students will be graded on the quality and quantity of in-class contributions throughout the semester. Class participation also shows that you have done the readings, demonstrates an interest in the subject matter, provides an opportunity to learn from peers and adds to your ability to lead in-class projects. Staying on top of readings also keeps you up-to-speed for exams.

Social Media Project: Each student will be involved in a research project and will engage with clients in meetings as well as work with teammates to accomplish client goals. You're expected to act professionally and dress in business casual attire for your presentation. You will develop project methodology, a sample plan, a research instrument, data execution, data collection and analysis. At the end of the semester you will provide a written report to your instructor /client that includes your research objective, methodology, findings, limitations, recommendations and back-up statistics and reference materials. Your instructor will review the document, make changes and the final document will be due in week 7. From the comprehensive, written

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document you will develop a presentation in PowerPoint for the client. The presentation will be made during week 8. The client will receive both the written, final document and the presentation slides along with a flash drive or electronic version of each. You will be graded on the report findings material and presentation.

Clients are viewing you and your instructor as a research organization. They expect professionalism; thoughtful and compelling questions; as well as a solid research plan and execution that will address their issues and provide viable recommendations.

Assignments: Class assignments will be given almost every class and will be due the following class period unless otherwise mentioned. My goal is to try and align case studies and reading assignments with the phases of your final projects. But again, if there is a desire to address an alternate topic or current event there is some flexibility.

If you miss class, your assignment is still due the next period or whenever the rest of the class is expected to turn it in. **If you turn your assignment in late, it will lower your grade 10 points for each day that is late.**

Papers/Assignments-25%

Participation/Discussions-25%

Project Report-25%

Final Presentation-15%

Final Project Overall-10%

Total 100%

Papers should follow a Summary On A Page (SOAP) Structure below:

Font (Arial, Calibri, Times Roman) 12 pt.

Single spacing

500 word maximum

- Main Idea/Summary of the Case Study
- What is your position? (Why/how did you arrive at your position?)
- What is your support (internal/external to the case study)
- Your recommendation

The goal of the SOAP is to provide a succinct delivery of your ideas, please let me know if you have questions.

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Course Material (Journals and other readings)

From time to time, you will be provided with hand-outs or directed to websites for further reading sources.

Elmhurst College Statement of Disability

Elmhurst College will make reasonable accommodations for persons with documented disabilities. If you have a disability that may have some impact on your work in this course, please contact the Director of Advising at Elmhurst College, 103 Goebel Hall, 630-617-3450.

Statement on Academic Integrity (available in E-Book)

You are encouraged to become familiar with the College's policy on Academic Integrity found in the E-Book. Copies may be obtained in the Office of the dean of students Affairs, Elmhurst College, Room 225 of The Frick Center. This policy will be enforced in this course.

Grading Breakdown

98 - 100 A+

93 - 97 A

90 - 92 A-

87 - 89 B+

83 - 86 B

80 - 82 B-

77 - 79 C+

73 - 76 C

70 - 72 C-

67 - 69 D+

63 - 66 D

60 - 62 D

Below 60, F