

B6. Miscellaneous None

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		10-50	AP-3/1/11	APP-4/19/11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Marketing	Phone 724-357-5774

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion

Course Revision Course Number and/or Title Change Catalog Description Change

<u>Current</u> Course prefix, number and full title	<u>Proposed</u> course prefix, number and full title, if changing MKTG 445 / 545 Social Media Marketing (Proposal for creating New Dual Level course)
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2. Additional Course Designations: check if appropriate

This course is also proposed as a Liberal Studies Course. Other: (e.g., Women's Studies, Pan-African)

This course is also proposed as an Honors College Course.

3. Program Proposals

New Degree Program Program Title Change Other

New Minor Program New Track

Catalog Description Change Program Revision

<u>Current</u> program name	<u>Proposed</u> program name, if changing
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4. Approvals

	Date
Department Curriculum Committee Chair(s)	<i>[Signature]</i> 12/03/10
Department Chair(s)	<i>[Signature]</i> 12/3/2010 <small>FOR DR. BRIGGS</small>
College Curriculum Committee Chair	<i>[Signature]</i> 12/3/10
College Dean	<i>[Signature]</i> 12/4/2010
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	<i>[Signature]</i> 3-29-11

Received

Received

FEB 16 2011

DEC 1 2010

Liberal Studies

Liberal Studies

rig. to grad. school 4-4-11

B. Proposal Format and Content

B1. Graduate Curriculum Authorization Form (Appendix D)

Attached as cover page.

B2. Course Description and Particulars

a. Attachments:

- i. **Course Syllabus:** Attached
- ii. **Bibliography:** Provided in the attached syllabus of record

- b. **Rationale:** Social Media Marketing has become an important component of an organization's integrated marketing communications plans. Social Marketing practices have evolved as essential interactive tools for an organization's communicative platform in the marketplace. Inclusion of this course within a curriculum will better prepare students for a marketing career. This course will be one of the electives for the Marketing Concentration part of the MBA program. The course will require a basic undergraduate level Principles of Marketing course as a prerequisite. The four hundred level of the course will be offered as an elective for undergraduate marketing majors. The course will require the graduate core course in marketing as its prerequisite (MKTG 603 Marketing Management).

c. Other courses or programs:

- (i) The course content will not overlap with any course offered by other departments.
- (ii) No other department is planning to use this course as a requirement or elective.

- d. **Variable credit:** This course will be not offered on a variable credit

- e. **Teaching Plans:** It will be primarily a lecture-based course and will be taught by one instructor.

- f. **Special Topics:** This course is planned to be offered as a dual level Special Topics class this upcoming Spring 2011 Semester. MKTG 481/581 Special Topics: Social Media Marketing. Enrollment is anticipated to be approximately 25 undergraduate and 10 graduate students.

- g. **Comparisons:** Attached

- h. **Standards:** The Association to Advance Collegiate Schools of Business – International (AACSB) recommends, but does not require, this course in its accreditation standards.

B3. Implementation

- a. **Resources:** The corresponding proposed undergraduate course may be offered once a year. The dual level course will follow the same pattern without impacting any resource issue. This elective will be rotated with the other electives in the program and thereby not require any additional resources.

- b. **Frequency:** The course will be offered once a year as a dual level course.

- c. **Enrollment:** About 35 students. There are not additional constraints on class size.

B4. Catalog Description

Attached

B5. Logistics

- a. **START TERM:** Fall 2011
- b. The registrars office has confirmed that the course number is available.
- c. **CIP code** is 999999.
- d. **CATALOG TERM** is Fall 2011.

SYLLABUS OF RECORD

MKTG 445: Social Media Marketing 3 class hours, 0 lab hours, 3 credits (3c-01-3cr)

MKTG 545: Social Media Marketing 3 class hours, 0 lab hours, 3 credits (3c-01-3cr)

Prerequisites: MKTG 320 or equivalent

I. CATALOG DESCRIPTION:

Prerequisite: MKTG 445: MKTG 320 Principles of Marketing
MKTG 545: MKTG 603 Marketing Management

Explores the online marketing activities, practices, and interactions of individuals and organizations using conversational electronic media. Assorted social media interactive networking tools and applications will be examined. Students will study and develop social media marketing programs.

II. COURSE OUTCOMES:

Upon completion of the course students will be able to:

1. **Demonstrate an understanding of the key concepts and tools used in social media marketing within an organizational setting.**
2. **Examine the applications and usages of social media tools in a business environment within a social media marketing context pertaining to aspects of consumer and industrial buying behavior, customer relationship marketing, and advertising and promotion efforts.**
3. **Explore legal and ethical concerns of social media marketing including privacy, accuracy, exploitation, copyright protection, self-regulation, and digital property.**
4. **Propose strategies for integrating social media marketing plans within a marketing framework and suggestions for implementing such ideas in the future.**

The primary course outcomes will be achieved through lectures, assigned readings, quizzes, case analysis, exams, and a group project. These outcomes will be integrated throughout the course as described in the course outline and evaluation methods provided below.

In addition to the above, MKTG 545 Graduate Students will be able to:

5. **Identify, evaluate, and analyze the social media marketing programs for three major organizations.**
6. **Demonstrate knowledge of current theoretical and applied research in the field of Social Media Marketing.**

III. COURSE OUTLINE:

A. INITIATING THE SOCIAL MEDIA PROCESS (10 Hours) (Outcomes 1, 2, 3)

What is Social Media Marketing?

Course Overview
The Scope of Social Media Marketing
How Social Media Works

Tools of Social Media Marketing

Myspace, Facebook, Twitter, Blogs, Youtube, Podcasts, LinkedIn, iTunes, skype, etc.

Ethical Issues

American Marketing Association Code of Ethics
Self-Regulation
Political and Legal Issues
Intellectual Property Protection
Privacy Concerns

QUIZ #1

B. DEVELOPING SOCIAL MEDIA MARKETING (9 Hours) (Outcomes 1, 2, 3, 4, 5, 6) STRATEGIES AND PLANS

Strategic Planning for Social Media Marketing

Marketing and Customer Value
Strategic Planning
Situation and SWOT Analysis
Marketing Planning

Social Media Marketing Audience Engagement Strategies

Entertainment
Business /E-Commerce
Communication Tools
Educating the Audience
Creating Unique Customer Experiences
Marketing Mix -- Product, Place, Promotion, and Price

EXAMINATION #1

Maximizing Your Social Media Marketing Efforts

Search Engine Optimization (SEO)

Techniques to Optimize your Web Site
 Achieving the Highest Search Engine Site Rankings
 Sponsored Links
 Appealing to Search Engine Spiders

Search Engine Marketing (SEM)

Sponsored Links Advertising Programs
 Getting your Social Media Marketing Recognized by Major Search Engines
 Marketing your Web Site through Paid "Cost Per Click" (CPC)
 Managing Your Keyword Campaign
 Paid Listings
 Google Adwords

QUIZ #2

Conducting Web Analytics

Marketing Research Process
 Marketing Research Objectives
 Exploratory, Descriptive, and Causal Research
 Research Plan
 Methods of Data Collection
 Web Analytic Tools
 Sampling Procedures
 Measuring Marketing Productivity
 Forecasting Demand

EXAMINATION #2

C. IDENTIFYING MARKET SEGMENTS AND TARGETS (10 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

Analyzing Online Consumer Markets

What Influences Online Behavior
 Psychological and Sociocultural Factors
 Reference Groups and Social Class
 Consumer Decision Making Process
 Types of Consumer Buying Decisions
 Identifying Market Segments and Targets

Levels and Types of Market Segmentation Variables
Target Marketing for Today and the Future

CASE # 1 “Google”

Analyzing Online Business Market Opportunities

Participants in the Business Buying Process
Nature and Size of Organizational Markets
Purchasing/Procurement Process
Characteristics of Organizational Buying Behavior
Types of Organizational Buying

QUIZ #3

D. CREATING A SOCIAL MEDIA PRESENCE (8 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

Building a Social Media Identity

Fostering a Social Media Following
Measuring Audience Response
Developing Relationships with your Audience
Differentiating Yourself from Competitors
Anticipating the Future of Social Media

Social Networking Applications

Online Human Conversation and Interaction
Mobile Marketing
Social Networking Sites
Virtual Lives
Gaming

EXAMINATION #3

Social Media Marketing Business Applications

Fostering an Organizational Image
Internal and External Stakeholders
Human Resource Management
Suppliers and Creditors
Client Prospecting Tools
Customer Relationship Marketing
Regulatory Constraints
Public Interest Groups

Marketing Channels and Value Networks

Channel Structure and Organization
 Channel Relationships and Integration
 Horizontal and Vertical Marketing Systems
 Retail Storefronts

QUIZ # 4

Developing Social Media Promotional Strategies and Programs

Developing Effective Communication
 Communication Objectives
 Developing and Managing Promotion Programs
 Utilizing Promotion Mix – Advertising, Personal Selling, Public Relations,
 Direct Marketing, and Sales Promotions
 Guerilla Marketing
 Budget Strategies and Measuring Effectiveness
 Cost and Profit Calculations
 Reach, Frequency, CPC, and CPM

CASE #2 “Facebook”

Utilizing Traditional Media Types and Vehicles

Television, Radio, Outdoor, Magazines, and Newspapers
 Product Placement
 Sponsorships
 Social Cause Marketing
 Publicity
 Word-of-Mouth

GROUP PRESENTATIONS (5 Hours) (Outcomes 1, 2, 3, 4, 5, 6)

FINAL EXAM (According to the IUP final exam schedule)

IV. EVALUATION METHODS:

Your grade will reflect your performance regarding successful completion of assigned case analysis and discussion questions, quizzes, exams, and a group social media project. The group social media marketing project will be comprised of a comprehensive social media marketing campaign and paper designed and presented by the students encompassing subject matter discussed throughout the course. As such, the following tasks are required and described below:

1. Complete four quizzes during the semester. Each quiz will consist of multiple choice questions pertaining to class discussions and assigned readings. (Individual Activity)
2. Complete two case discussions and analyses. Students will provide their perspectives and opinions of assigned cases as they pertain to class discussions. This will engage students in an atmosphere where reflective and diverse thoughts are encouraged. Each student will submit written answers for each case (approximately two pages in length) for grading. (Individual Activity)
3. Complete four scheduled exams. Three exams will be held during the semester and a fourth final exam week. Each test will consist of multiple choice type and short answer questions pertaining to class discussions and assigned readings. (Individual Activity)
4. Complete a social media marketing group project including a campaign and paper. Students will present work in class. (Group Activity)

MKTG 545 Graduate Students

In addition to the above:

5. Graduate students are to complete a research paper by the end of the semester. Each graduate student will author a major research paper that will identify, evaluate, and analyze the social media marketing practices for three major organizations based upon the theories and models discussed in class. The critical analysis will include at a minimum a situation analysis, mission statement, marketing objectives and strategies, and social media marketing programs for each organization. (Individual Activity)

GRADING POLICY IS AS FOLLOWS:

MKTG 445 (Undergraduate Students)

QUIZZES (Four Quizzes) (Four Quizzes / 5% each)	20%
CASE DISCUSSIONS (Two Cases) (Two Cases / 10% each)	20%

EXAMS (Four Exams) (Four Exams / 10% each)	40%
GROUP PROJECT (One Group Project) (Group Project / 15%)	15%
CLASS ATTENDANCE / PARTICIPATION	<u>5%</u>

TOTAL GRADE 100%

MKTG 545 (Graduate Students)

QUIZZES (Four Quizzes) (Four Quizzes / 5% each)	20%
CASE DISCUSSIONS (Two Cases) (Two Cases / 5% each)	10%
EXAMS (Four Exams) (Four Exams / 10% each)	40%
GROUP PROJECT (One Group Project) (Group Project / 10%)	10%
RESEARCH PAPER (One Research Paper) (Research Paper / 15%)	15%
CLASS ATTENDANCE / PARTICIPATION	<u>5%</u>

TOTAL GRADE 100%

V. GRADING SCALE:

Sample grading scale:

MKTG 445: A: ≥90% B = 80-89% C = 70-79% D = 60-69% F <60%

MKTG 545: A: ≥90% B = 80-89% C = 70-79% F <70%

VI. ATTENDANCE POLICY:

Although there is no formal attendance requirement policy for this class, regular attendance and participation in class discussion and exercises is critical for achieving course objectives. Class participation will be strongly encouraged. Ideas, thoughts, and opinions presented by the student during class discussions will be the primary basis for this grade. Students will reflect on various perspectives and provide critical thinking regarding relevant issues for class discussions.

VII. REQUIRED TEXTBOOK:

Reece, Monique, Real-Time Marketing for Business Growth: How to Use Social Media, Measure Marketing, and Create a Culture of Execution, Pearson Higher Education, 2010.

VIII. SPECIAL RESOURCE REQUIREMENTS:

Classroom must be equipped with Internet access and display capabilities for the instructor. Students must have access to a high speed Internet connection for two hours per week outside of class hours.

IX. Bibliography:**Books:**

Agresta, Stephanie, Bough, B. Bonin, and Miletsky, Jason, Perspectives on Social Media Marketing, Cengage Learning, 2011.

Arens, W., Contemporary Advertising, McGraw-Hill/Irwin, 2011.

Atkinson, Cliff, Backchannel, The: How Audiences are Using Twitter and Social Media and Changing Presentations Forever, Pearson Higher Education, 2010.

Berman, Barry and Evans Joel, Retail Management: A Strategic Approach, Prentice Hall, Inc. 2010.

Borges, Bernie, Marketing 2.0: Bridging the Gap Between Seller and Buyer Through Social Media Marketing, self published, 2009.

Creeber, Glen and Royston, Martin, Digital Culture: Understanding New Media, McGraw Hill-Irwin, 2008.

Evans, Liana, Social Media Marketing: Strategies for Engaging in Facebook, Twitter, and Other Social Media, Pearson Higher Education, 2010.

Holzner, Steve, Facebook Marketing: Leverage Social Media To Grow Your Business, Que Publishing, 2009.

Kotler, Philip and Armstrong, Gary, Principles of Marketing, Prentice Hall, 2009.

Manning G. and Reece, B., Selling Today: Creating Customer Value, Prentice Hall, 2010.

Moriarty, S., Mitchell, N. and Wells, Advertising Principles and Practices, Prentice Hall, Inc., 2009.

Morris, Tee, All A Twitter: A Personal and Professional Guide to Social Networking with Twitter, Pearson Education Inc., 2010.

Postman, Joel, SocialCorp: Social Media Goes Corporate, Pearson Education, Inc., 2009.

Qualman, Erik, Socialnomics: How Social Media Transforms The Way We Live and Do Business, John Wiley and Sons, Inc., 2009.

Safko, Lon and Brake, David, K., The Social Media Bible: Tactics, Tools, and Strategies for Business Success, John Wiley & Sons, Inc., 2009.

Shih, Clara, The Facebook Era: Taping Online Social Networks to Build Better Products, Reach New Audiences and Sell More Stuff, Prentice Hall, 2009.

Shimp, T., Advertising and Promotion, and Other Aspects of Integrated Marketing Communications, Cengage Learning, 2010.

Turner, Jamie and Shah, Resham, How To Make Money With Social Media, Pearson Education, Inc. 2011.

Zikmund, William, Exploring Marketing Research, Cengage Learning, 2010.

Journal Articles:

Fauz, G., "Consumer Generated Media," *Brand Strategy*, May, 38-39, 2006.

Gabriel, Yiannis and Lang, Tim, "New Faces and New Masks of Today's Consumer", *Journal of Consumer Culture*, 8, 3, 321-340, 2008.

Imogen, Tyler, "From the Me Decade to the Me Millennium", *International Journal of Cultural Studies*, Sept, 10, 3, 343-363, 2007.

Johnson, Michael, Herrmann, Andreas, and Huber, Frank, "The Evolution of Loyalty Intentions," *Journal of Marketing*, Volume 70, 2, 2006.

Kaplan, A. and Haenlien, M., "Consumers, Companies, and Virtual Social Worlds," *Advances in Consumer Research*, 36, 1, 873-874, 2009.

Kaplan, Andreas and Haenlein, Michael, "Users of the World Unite! The challenges and Opportunities of Social Media", *Business Horizons*, 53, 59-68, 2010.

Mangold, W. Glynn and Faulds, Davis, "Social Media: The New Hybrid Element of the Promotion Mix", *Business Horizons*, 52, 357-365, 2009.

Mayzlin, D., "Promotional Chat on the Internet," *Marketing Science*, 25, 2, 155-163, 2006.

Muniz, A. and Schau, H., "Vigilante marketing and Consumer Created Communications," *Journal of Advertising*, 36, 3, 35-50, 2007.

Sing, T., Vernon-Jackson, L., and Cullinane, J., "Blogging: A New Play in Your Marketing Game Plan," *Business Horizons*, 51, 4, 281-292. 2008.

Course Analysis Questionnaire

A. Details of the Course

- A1. This course will serve as a controlled elective for students in the BS in Marketing Program and the 500 level will serve as one of the electives in the Marketing Concentration of the MBA Program. This course is not intended to be a Liberal Studies course.
- A2. This course does not require changes in any other course in the department.
- A3. This course is planned to be offered as a dual level Special Topics class this upcoming Spring 2011 Semester. MKTG 481/581 Special Topics: Social Media Marketing. Enrollment is anticipated to be approximately 25 undergraduate and 10 graduate students.
- A4. This course is intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at the following institutions, among others:
(See attachments)

Boston University, Boston, MA
Stanford University, Stanford, CA
University of San Francisco, CA
- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course. However, due to the increasing importance of Social Media Marketing, accredited undergraduate marketing and graduate MBA programs are beginning to offer similar elective courses.

B. Interdisciplinary Implications

- B1. This course will be taught by one instructor.
- B2. The content of this course does not overlap with any other at the University.
- B3. This course is not cross-listed.
- B4. Necessary seats will be reserved for students from School of Continuing Education upon their request.

C. Implementation

- C1. No new faculty member is required to teach this course. This course will be counted as one preparation and three hours of equated workload.
- C2. Other resources:
 - a. Current space allocations are adequate to offer this course.
 - b. Classroom with need equipment and Internet Connectivity available.
 - c. No laboratory supplies are necessary for this course.
 - d. Library holdings and internet based research sources are adequate.
 - e. No travel funds are needed for this course.
- C3. No grant funds are necessary to provide supplementary materials.
- C4. This course will be offered every other semester.
- C5. One section will be offered at a time.
- C6. Up to 35 students can be accommodated in this class.
- C7. No professional society recommends enrollment limits or parameters for this course.

D. Miscellaneous

No additional information is necessary.