UCLA Extension

380844: Social Media Marketing

MGMT-X 460.398

Summer 2021   Section 1   2 Credits   06/22/2021 to 07/20/2021   Modified 05/27/2021

🕐 Meeting Times

Course is being offered as an online as a HYBRID class.

This course is fully online and will meet weekly via ZOOM every Tuesday evening from 6:30 pm to 8:30 pm (Pacific Standard Time).

HOW ONLINE CLASS WORKS

Log into Canvas, our online learning management system. Review the course syllabus, connect with the instructor and classmates in the discussion portal.

- Retrieve course materials, which may include discussion boards, readings and videos, webinars, and other activities.
- Connect with your instructor with questions about your assignments, your progress, or to gain deeper insights on various topics.
- Submit your coursework via Canvas for feedback and evaluation.

Details on accessing Canvas will be emailed to you after completing enrollment. Courses in Canvas are typically accessible 2 days before the course start date. If applicable, instructions for accessing and using Zoom will also be provided in Canvas.

Canvas & Zoom Info

🖥 Description

This course looks at the channels of marketing, advertising, and communication that make up social media and the Web, exploring how these tools fit into a company's traditional integrated marketing strategy. Using case studies and real-world examples from large corporations and small businesses, students explore current examples and future opportunities of how marketing professionals embrace online social networks, user-generated content, and content sharing to create brand awareness and buzz. Learn practical tips and techniques, as well as see the bigger picture to help successfully leverage social media marketing for your own environment and purpose.

◎ Objectives

This course will examine how marketers are strategically integrating social media into their overall marketing program and how they're measuring its success in digital world. With deeper industry analysis and understanding the competitive landscape, you will learn about the multi-disciplinary approach of managing successful social media for your brand and/or company with a new perspective.

- Critically evaluate various social media and determine their uses and drawbacks
- Understand branding and how brands are perpetuated, enhanced and damaged online
- Analyze the various stakeholders and how to integrate their needs into a campaign
- Distinguish between rules, conventions, etiquette, ethics, and best practices
- Plan a social media marketing campaign to achieve measurable
- Gain real world insight of social media successes and challenges at well-known brand and corporations
- Learn about specific social media and digital marketing job roles within organizations

📊 Outcomes

At the completion of this course, you will be able to:

- Create a social media marketing plan
- Successfully integrate social media into an overall marketing plan to promote a brand or company awareness
- Effectively blend social media and digital marketing components with traditional marketing efforts
- Strategically review and evaluate various social media strategies, approaches, platforms and purposes

📘 Materials

Case Studies (Required Reading)

The following are REQUIRED case studies that will be provided through Canvas or as handouts in class. These DO NOT need to be purchased.

- Pull and Push Social Media Strategies at L'Oreal
- Always- Like A Girl
- Under Armour's Willful Digital Moves
- Hamilton on Twitter
- Straight Outta Compton
- Abba Zaba Candy
- Dos Equis Beer

Availability: Instructor will provide

Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World (OPTIONAL)

Author: Vaynerchuck, V.
Publisher: Harper Business, New York, NY
Edition: 2013, November 26
ISBN: 9780062273062

Optional textbook

✔ Deliverables

- Class participation by viewing professor's weekly lectures, including #ShopTalk and other social media news and events
- Reading and participation in discussions with required reading, articles and case studies
- Homework assignments
- Participate in Q&A sessions with Guest Speakers (if made available)
- Final Social Media Presentation

✔ Evaluation

Criteria

Course grades will be based on class and group participation, as well as completion of the following assignments:

Type	Weight	Topic	Notes
Video Lecture Participation	20%		Students are required to attend all 5 virtual class lectures. Participation credit is earned when a student participates regularly in class, via email, via text or call and meetings before or after class with the professor.
Submission of Homework Assignments & Case Studies	40%		Homework will comprise of reading, case studies and written assignments to be turned in by the deadline. Each homework assignment will be discussed in class and posted in the Canvas weekly module along with deadlines to submit. Any homework that is submitted AFTER the deadline will be deducted points for being late in addition to points that may be lost from grading.

Type	Weight	Topic	Notes
Final Social Media Presentation	40%		***FINAL- Group Presentation** Each group is required to submit a 15 minute final presentation (by Powerpoint or video) on a chosen brand and provide marketing analysis and a recommendation of a social media campaign addressing a specific marketing issue (to be discussed by professor). **I. BRAND BACKGROUND** Product / Service Offering Target Audience Profile Major Competitors SWOT Analysis **II. CONTENT STRATEGY** Describe the brand's current social media content strategy and how would you improve it. **III. SOCIAL MEDIA INITIATIVES** Create a social media campaign around the specific marketing issue/need that the brand is facing. How would you use social media to meet their goal? • SELECT and present at least 2 social media initiatives using 2 different social media platforms. • ENGAGEMENT- increase followers, shares, likes and comments • PROMOTION- social media influencer, referral promotion, coupons, discount, experiential/event • SWEEPSTAKES- create a contest or giveaway • VIDEO- create a compelling video **IV. INTEGRATED MARKETING COMMUNICATION (IMC)** Design an IMC plan. How could your social media initiative integrate with other marketing (push or pull) efforts? **V. MEASUREMENT** Briefly describe how would gauge its effectiveness and the reporting/success metrics **The Instructor reserves the right to make changes or modifications to the Final Presentation outline and deliverables throughout and during the course of the term based on the pace of the class and student progression.*

Breakdown

Grading Scale

95 to 100% = A
90 to 94% = A-
87 to 89% = B+
84 to 86% = B
80 to 83% = B-
77 to 79% = C+
73 to 76% = C
70 to 72% = C-
67 to 69% = D+
60 to 66% = D
0 to 59% = F

✳ Course Policies

Instructor Expectations

As we begin our journey together please review what is expected of you during our time together in class:

- Aspire to Greatness: Work earnestly with intent to learn and desire to succeed.
- Avoid Emotional Responses: If you are angry or emotional, wait to write a post or speak in class.
- The ability to write and save messages for later review is one of the advantages of asynchronous learning.
- Contact Your Instructor: Be sure to remain in contact with your instructor, especially if you encounter challenges that might affect your ability to participate in class or complete your work.
- Disregard Simple Statements: Reading or hearing simple messages or statements that restate a point or add little to the conversation (e.g. "I agree!") can be frustrating for everyon in class.
- Edit Discussion Questions: Remove irrelevant portions of the message when replying, leaving enough to place your note in context, or quote or summarize the relevant passage in your own message.
- Format Posts Properly: Limit paragraphs to five to seven lines. Avoid fonts that have exotic fonts, style, color, or size, and avoid all capitalized letters except in limited circumstances.
- Participate Respectfully: Ask questions, share stories and participate in activities, listening to others and respecting everyone's right to share their thoughts. Respect your classmates and avoid personal attacks.
- Stay on Topic: While discussion is encouraged and expected in our classrooms, rambling and tangential conversations may not always be conducive to a quality learning experience. Use Proper Grammar: Endeavor to post intelligible and intelligent messages; avoid grammatical, spelling, and typographical errors.

Policies and Procedures

- **Academic Integrity Policy:** Academic integrity covers behavior in cheating, plagiarism, and fabrication of information. These behaviors are not tolerated. Students are encouraged to familiarize themselves with the UCLA Extension Student Conduct Code and the official statements regarding cheating and plagiarism at:
  https://www.uclaextension.edu/Pages/str/StudentConduct.aspx
- **Assignments**: All written work should conform to APA guidelines. Be sure to indicate your name, course name and number, assignment title, and due date. Assignments should be electronically as a Microsoft Word file (.doc or .docx), Richt Text File (.rtf), or Adobe Acrobat file (.pdf) and posted to the appropriate Discussion Board Forum by 11:59 PM (Pacific) on the day on which this syllabus indicates it is due. Note: Any other file type submitted will not be graded, this includes Mac .pages files.

- **Deadlines & Late Work**: Your work is late if it is not submitted the day it is due. If your work is posted late but during the week that it is due, you'll receive full points at the discretion of your instructor. Work submitted beyond that may be accepted at the discretion of your instructor according to the guidelines below. All work must be turned in on time unless other arrangements are made with your instructor.

- **Evaluation**: You will be invited to submit an evaluation at the end of class. Your feedback is a vital tool with which your instructor and UCLA Extension can provide a quality education for students.

- **Grading**: Assignments should typically be graded within seven days of their original due date.

About Your Online Assignments

Some course interaction will be handled in the learning management system, Canvas. Within the learning management system, you will access assignments, some quizzes, discussions, and other course materials and tools.

🏛 Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at:
https://www.uclaextension.edu/pages/str/studentConduct.jsp (https://www.uclaextension.edu/pages/str/studentConduct.jsp)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services

such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Service for Students with Disabilities Office at (310) 825-7851 or by email at access@uclaextension.edu. For complete information see:
https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp (https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see:
https://www.uclaextension.edu/pages/str/grading.jsp (https://www.uclaextension.edu/pages/str/grading.jsp)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, 1145 Gayley Ave., Los Angeles, CA 90024; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at
http://policy.ucop.edu/doc/4000385/SHSV (http://policy.ucop.edu/doc/4000385/SHSV).

▤ Additional Items

Protecting Privacy and Data During Live Instruction

Live meeting sessions for this class, when applicable, are being conducted over Zoom. As the host, the instructor may be recording live sessions. Only the host has the ability to record meetings, no recording by other means is permitted. Recorded sessions will be posted in the Videos area of this class unless otherwise notified. Due to privacy, recordings are not available for download and are only accessible via Canvas for the duration of the class. If you have privacy concerns and do not wish to appear in the recording, do not turn on your video and/or audio. If you also prefer to use a pseudonym instead of your name, please let the instructor know what name you will be using so that the instructor knows who you are during the session. To rename yourself during a Zoom meeting, click on Participants, click on your name, click on More, click on Rename. If you would like to ask a question, you may do so privately through the Zoom chat by addressing your chat question to the instructor only (and not to ""everyone""). Additionally, chat may be used and moderated for live questions, and saving of chats is enabled. If you have questions or concerns about this, please contact the instructor via Canvas Inbox.

Pursuant to the terms of the agreement between Zoom and UCLA Extension, the data is used solely for this purpose and Zoom is prohibited from re-disclosing this information. UCLA Extension also does not use the data for any other purpose. Recordings will be

deleted when no longer necessary. However, recordings may become part of an administrative disciplinary record if misconduct occurs during a video conference.

Course and Instructor Evaluation

UCLA Extension values your feedback on course and instructor evaluations. We ask all students to take a few minutes to complete an end-of-course evaluation survey. Updates to the course and instruction are influenced by your feedback. Understanding your student experience is essential to ensure continuing excellence in the online classroom and is appreciated by your instructor and the UCLA Extension academic leadership.

Your participation in a survey is voluntary, and your responses are confidential. After instructors submit grades, they will be given an evaluation report, but this report will not contain your name.

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
  - What are the basic computer specifications for Canvas? - https://community.canvaslms.com/docs/DOC-10721 (https://community.canvaslms.com/docs/DOC-10721)
  - Which browsers does Canvas support? - https://community.canvaslms.com/docs/DOC-10720 (https://community.canvaslms.com/docs/DOC-10720)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as **access to the online environment of a specific course is limited to 30 days after the final course date**, as listed in the course catalog.

  To download all your assignment submissions in Canvas, please refer to the online support guide. (https://community.canvaslms.com/docs/DOC-10606) for more information or contact Canvas Support via the help menu within Canvas.

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on **Help** (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support
The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: http://support.uclaextension.edu (http://support.uclaextension.edu/)

Campus Safety Escorts

For students taking classes held on the UCLA campus and in and around Westwood Village, the UCLA Police Department provides a free walking escort service every day of the year from dusk until 1 a.m. Community Service Officers (CSOs) are available to walk students, faculty, staff members and visitors to and from anywhere on campus, in Westwood Village, and in the village apartments. CSOs are uniformed students who have received special training and are employed by the UCLA Police Department. To obtain an escort, please call (310) 794-9255 and allow 15 to 20 minutes for your escort to arrive. For complete information, see: https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts (https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts)

📅 Schedule

Week	Date	Lecture Topic and Readings	Assignments and Homework Due
1		- CLASS INTRODUCTIONS - MY APPROACH TO TEACHING - SYLLABUS OVERVIEW #SHOPTALK- CURRENT EVENTS - CASE STUDY: ALWAYS - INTRO TO SOCIAL MEDIA - SWOT ANALYSIS	1) Post your introduction on Canvas and reply to at least 2 others 2) Read Case Study and answer quiz questions
2		#SHOPTALK - GOALS, STRATEGY & TACTICS - THE CUSTOMER JOURNEY (SALES & MARKETING FUNNEL) - PUSH AND PULL MARKETING STRATEGIES - CASE STUDY: DOS EQUIS - SOCIAL MEDIA AUDIT - OVERVIEW FINAL PRESENTATION	1) Read Case Study and answer quiz questions
3		#SHOPTALK - GUEST SPEAKER: TBD - RED OCEAN VS. BLUE OCEAN STRATEGY - CASE STUDY: STRAIGHT OUTTA COMPTON - OVERVIEW FINAL PRESENTATION - SOCIAL MEDIA ENGAGEMENT EXAMPLES	1) Read Case Study and answer quiz questions
4		#SHOPTALK - CASE STUDY: EXPERIENTIAL MARKETING - PESO MARKETING MODEL - CASE STUDY: ABBA ZABA - FINAL PROJECT- QUESTIONS ABOUT FINAL PRESENTATION	1) Read Case Study and answer quiz questions
5		#SHOPTALK - USING LINKEDIN FOR NETWORKING + JOB SEARCH - TIPS ON FINAL PRESENTATION - KEY TERMS AND PHRASES - UCLA INSTRUCTOR SURVEY	
		- How to Measure Social Media ROI - Best Practices- Content Marketing (Video Guest Speaker) - Best Practices- Facebook, Twitter, LinkedIn and Instagram	

	Submit Final Presentation	• Submit Final Presentation- date to be announced	

The Instructor reserves the right to modify and update the class schedule, topics and guest speakers based on pace of the class and progress of the students.