Syllabus for

MCMA 555 Social Media Strategy
Fall 2016
Southern Illinois University Carbondale

**Instructor:** Victoria Kreher
Office: COMM 1216
School of Journalism Office Phone: 618-536-3361
E-mail: kreher@siu.edu (always type **MCMA 555 or Social Media class** in the subject line)

**Office Hours:**
- MON: 9:30-10:45
- WED: 10-10:45
- Other times by appt

**Required Text:**
*Social Media Strategy: Marketing and Advertising in the Consumer Revolution* by Keith A. Quesenberry; Rowman & Littlefield Publishers (October 26, 2015) **ISBN-10:** 1442251530
There will be one more book assigned to groups as we get into the semester.

**Other texts I will be using for this class are:**
- UNMarketing by Scott Stratten
- Brandscaping: Unleashing the Power of Partnerships by Andrew M. Davis
- The Tao of Twitter, Revised and Expanded New Edition by Mark Schaefer
- The New Rules of Marketing and PR by David Meerman Scott
- Youtility by Jay Baer
- Content Rules by Ann Handley
- Everybody Writes by Ann Handley

There are many good resources (and more bad) available. Here are some I trust – more will be added as we progress through the class:
- **The Content Marketing Institute** – You could spend the rest of the year with this one alone. I went to one of their conferences and was blown away
- **GROW** – Mark Schaefer’s Group Blog about Social Media Marketing
- **The Nielsen Norman Group** – This is one of the top sites about website design usability. This link intentionally takes you to a landing page about usability. You may wish to go to the home page and take a look around.
- **Ad Age Digital**
- **NPR’s Social Media Ethics Handbook** – We will use this in class.

**Course Description:**
Students will learn and practice the current content management techniques as applied to the online media environment for the purpose of engaging audiences for local clients. We will learn from case studies, scholarly and professional publications, current corporate practitioners, guest lecturers and by putting into practice what we have learned. Students will then uncover the marketing communication needs of a small business and develop a social media and online strategy. They will then develop a plan, work and refine the plan, then give a final presentation to the client. Principles learned will be scalable from promoting oneself to engaging audiences and delivering messages for larger organizations.

**We will look at social media as a strategic business tool that is part of an overall integrated marketing plan.** *The Content Marketing Institute* thinks of content marketing this way:

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”
Content marketing’s purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into an overall marketing strategy, and it focuses on owning media, not renting it.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Homework &amp; Presentations</td>
<td>15 %</td>
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<tr>
<td>Participation*</td>
<td>25 %</td>
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<tr>
<td>Client Work</td>
<td>40 %</td>
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<tr>
<td>Final Reflection Paper</td>
<td>10 %</td>
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<tr>
<td>Group &amp; Project Management</td>
<td>10 %</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100 %</strong></td>
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*Participation: there will be a great deal of discussion of scholarly and professional publication reading assignments and case studies. Participation means you did the reading and contribute to class discussions. You can't participate if you aren't present. Absences will be deducted from Participation.

The following scale will be used to determine the final grade:

- >89% - A
- 79% - 89% - B
- 69% - 79% - C
- 59% - 69% - D
- < 59% - F

**COURSE TOPICS First Half of Semester, we will explore:**
- The Scale and Scope of Social Media
- The Decline of Push Marketing
- Moving from Control to Engagement
- Framing a Conversation
- Damage Control: How To Move on After Image, Product or Service Issues
- Integrating Social, Marketing and PR
- Social Media Ethics
- Copyright and Other Legal Considerations
- Social Networks, Blogs and Forums
- Microblogging and Media Sharing
- Geo-location, Ratings, and Reviews
- Social Bookmarking and Social Knowledge
- Crowdsourcing Social Media Research
- Branded Content and Customer Evangelism
- Customer Service: The Art of Turning Complaints into Compliments

**COURSE TOPICS Second Half of Semester:**

We will divide into teams and begin working with clients. Graduate students will manage the teams and the projects. We will interview our clients, getting to know their businesses and marketing communication needs. We will then develop a strategy, then a plan, then we will begin working the plan. At the final, we will present the final plan to our clients, informing them of what we learned when we were running their social. The goal is to present the final package to our clients in a form that they and their employees can manage.

**GENERAL CLASS POLICIES**
Quizzes: will be announced in class and notification will be posted on D2L under NEWS

Attendance
Attendance is mandatory. You may miss 2 classes if you really need to, without penalty. If you do miss, please get material covered from a notes buddy. If you miss two consecutive classes, please meet with me before class. You can’t be successful if you don’t show up.

Plagiarism will not be tolerated. Neither will copyright infringement.

Written assignments are graded on organization, clarity and thoroughness of issues and arguments, as well as on grammar, spelling and punctuation.

Late work will not be accepted for full point value – you will lose 10% per day from the earned grade. ***Please consult with me outside class. I will be happy to help you and provide answers and insights.***

Students have 10 days after assignment grades have been received to bring forth any questions and concerns regarding their grade.

You are expected to arrive at class on time and stay until the end of the class. It is everyone’s responsibility to maintain a good learning atmosphere throughout the class.

Electronic devices not being used for class must be turned OFF and put away during the class time unless we are using them as part of the instruction. If you require an exception to this policy, please discuss with me – outside of class time. Numerous studies show written notes are recalled better than typed notes. Repeated use of devices not related to class will result in a loss of participation points.

The instructor reserves all rights to make any changes to the information contained in this syllabus. The syllabus is a general plan for the course; deviations announced to the class by the professor may be necessary. It is the students’ responsibility to find out about schedule changes announced in class and/or readings that may be discussed.

See next page for important information from Southern Illinois University.
Syllabus Attachment
Fall 2016

Office of the Provost: http://provost.siu.edu/

SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:
http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For information on Saluki Cares: call (618) 453-1492, email suacares@siu.edu or http://salukicare.siu.edu/

SIU’s EARLY WARNING INTERVENTION PROGRAM (EWIP)
Students enrolled in courses participating in SIU’s Early Warning Intervention Program might be contacted by University staff during a semester. More information can be found at the Core Curriculum’s Overview webpage:
http://corecurriculum.siu.edu/program-overview/

EMERGENCY PROCEDURES
We ask that you become familiar with Emergency Preparedness @ SIU. Emergency response information is available on posters in buildings on campus, on the Emergency Preparedness @ SIU website, and through text and email alerts. To register for alerts visit: http://emergency.siu.edu/

STUDENT MULTICULTURAL RESOURCE CENTER
The Student Multicultural Resource Center serves as a catalyst for inclusion, diversity and innovation. As the Center continues its work, we are here to ensure that you think, grow and succeed. We encourage you to stop by the Center, located in Grinnell Commons, to see the resources available and discover ways you can get involved on the campus. Visit us at http://inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs: http://math.siu.edu/courses/course-help.php

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit:
http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

MILITARY COMMUNITY
There are complexities of being a member of the military community and also a student. Drill schedules, calls to active duty, complications with GI Bill disbursement, and other unforeseen military and veteran related developments can complicate academic life. If you are a member of the military community and in need of accommodations please visit Veterans Services at http://veterans.siu.edu

Additional Resources:
ADVICEMENT: http://advisement.siu.edu/
SIU ONLINE: https://online.siu.edu/
SALUKI SOLUTION FINDER: http://solutionfinder.siu.edu/
MORRIS LIBRARY HOURS: http://libguides.lib.siu.edu/hours

IMPORTANT DATES *
Semester Class Begins: ......................... 08/22/2016
Last day to add full-term course (without Dean’s signature): ....08/28/2016
Last day to withdraw from the University with a full refund: ....09/02/2016
Last day to drop a full-term course for a credit/refund: ........... 09/04/2016
Deadline to apply to graduate at the end of this term: .......... 09/16/2016
Last day to drop a full-term course (W grade, no refund): ....10/30/2016
Final examinations: .................................. 12/12–12/16/2016
Commencement: ....................................... 12/17/2016

Note: For more detailed information on the above deadlines, please visit http://registrar.siu.edu/calendar. For add/drop dates that apply to shorter-than-full-term courses, please look at the Schedule of Classes search results at http://registrar.siu.edu/schedule/index.php

FALL SEMESTER HOLIDAYS
Labor Day Holiday 09/05/2016
Fall Break 10/09–10/10/2016
Veteran Day Holiday 11/11/2016

WITHDRAWAL POLICY - Undergraduate only
Students who officially register for a session must officially withdraw from that registration in a timely manner to avoid being charged as well as receiving a failing grade for those classes. An official withdrawal must be initiated by the student, or on behalf of the student through the academic unit, and be processed by the Registrar’s office. For the proper procedures to follow when dropping courses and when withdrawing from SIU visit: http://registrar.siu.edu/students/withdrawal.php

INCOMPLETE POLICY - Undergraduate only
An INC grade may be assigned when, for reasons beyond the control of the student, enrolled student is unable to complete the entire semester of work. An INC must be changed to a completed grade within one semester (undergraduates), and one full year (graduate students), from the close of the term in which the course was taken or graduated, whichever occurs first. Should the student fail to complete the remaining course requirements within the time period designated, the incomplete will be converted to a grade of F and such grade will be computed in the student’s grade point average. For more information visit:
http://registrar.siu.edu/grades/incomplete.php

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit more than once. For students receiving a letter grade of A, B, C, D, or F, the course repetition must occur at Southern Illinois University Carbondale. Effective for courses taken Summer 2013 or later, only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned.
This policy will be applied to all transferrable credit in that only the last grade will be used to calculate grade point average. Only those courses taken at the same institution are considered repeats under this policy. See full policy at http://registrar.siu.edu/students/repeats-classes.php

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please refer to the graduate catalog at http://gradschool.siu.edu/about-us/grad-catalog/

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must contact DSS staff to open a case. This process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements.
http://disabilityservices.siu.edu/

PLAGIARISM
Student Conduct Code http://urrr.siu.edu/student-conduct-code/

Fall 2016, C’Rourke