

Belmont University – MKT 4450 26 – Social Media 11579
Syllabus – Fall 2011 – Page 1 OF 2

COURSE # : MKT 4450 26
INSTRUCTOR: Mr. Steve Chandler
Mr. Jason Elkins
CREDIT: 3 Hours
CLASS LOCATION: Classroom 110, Massey Business Center
MEETING TIME: Monday 5:30-9:30 p.m. August 29 – October 17
INSTRUCTOR'S OFFICE #, PHONE #, EMAIL ADDRESS: steve@chandlerthinks.com, twitter.com/sschandler or [@sschandler](https://twitter.com/sschandler)
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TEXTBOOK: Suggested reading: Books: Tribes, Seth Godin <http://www.sethgodin.com/sg/>
Blogs: Social Media Examiner - <http://www.socialmediaexaminer.com/>; Brian Solis - <http://www.briansolis.com/>
Website: www.chandlerthinks.com, www.transparentsocialmedia.com,
(Class Project Info) <http://www.technologycouncil.com/>

COURSE INFORMATION:

- **Course Description:** *An in-depth review of social media philosophies, tools and techniques necessary for marketing in today's savvy digital world.*
- **Objectives and/or Goals for the Course:**
 - Understand the radical change that has recently occurred in the world of marketing and how social media is driving this change.
 - Learn how today's businesses are using social media successfully for engaging customers and driving sales.
 - Utilize class information to develop a social media marketing plan in a live environment.
- **Methods of Instruction** *Discussion, lecture, projects, group work – meeting with Nashville Technology Council, on-line work*

OBJECTIVE OF THE UNDERGRADUATE SCHOOL OF BUSINESS ADMINISTRATION:

The following School of Business objectives will be applied toward class objectives:

- To provide a personalized career-oriented and practical educational program in Business Administration which emphasizes the four themes of: leadership, innovation, private enterprise and entrepreneurship.
- To equip students with the ability to 1) communicate effectively, 2) think critically, and 3) make enlightened judgements about their environment.
- To emphasize quality classroom instruction within the parameters of Christian principles.

COURSE REQUIREMENTS:

- **Attendance:** *This course covers a wide variety of topics at an accelerated pace. As a result, attendance is mandatory for success and students are permitted no more than one absence. If an absence is absolutely necessary, students are responsible for all material and assignments covered that day. Roll will be taken at the end of each class.*
 - *Attendance will count towards 30% of the course grade.*
- **Participation:** *Students are expected to come prepared each week to participate in discussions and group activities. There will be course work defined in the first class session that will require a meeting with a company outside of the class hours.*
 - *All students are expected to establish a Twitter account and encouraged to tweet in class.*
- **Prepared Assignments:** *List and describe all required assignments including tentative due dates. (If students are getting grades for anything, this is the list of everything you're counting)*
 - *Each week students will be required to bring in one case study with a one page summary of why it was effective or not. This will be graded as pass or fail. Six of the seven class case studies will count towards 10% of your grade.*

•**Testing:** A quiz will be given at the beginning of each class. Six of the seven course quizzes will count towards 30% of your grade.

•**Methods of Evaluation:** All assignments and requirements subject to evaluation. Tests, papers, participation, presentations, group projects, quizzes, reading, etc.

•**Grading scale:** 91-100 = A, 81-90 = B, 71-80 = C, 61-70 = D, 60 and below = F

[ITEM/CRITERIA]	[CREDIT/POINT PERCENTILE]
A. Attendance	30%
B. Assignments (Case Studies)	10%
C. Quizzes	30%
D. Group Project	30%

UNIVERSITY POLICIES:

• **Accommodation of Disabilities:** In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, Belmont University will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the university to provide reasonable accommodations of the disability during this course, please notify the Office of the Dean of Students located in the Beaman Student Life Center (460-6407) as soon as possible.

• **Honor Code:** The Belmont community values personal integrity and academic honesty as the foundation of university life and the cornerstone of a premiere educational experience. Our community believes trust among its members is essential for both scholarship and effective interactions and operations of the University. As members of the Belmont community, students, faculty, staff, and administrators are all responsible for ensuring that their experiences will be free of behaviors, which compromise this value. In order to uphold academic integrity, the University has adopted an Honor System. Students and faculty will work together to establish the optimal conditions for honorable academic work. Following is the Student Honor Pledge that guides academic behavior:

“I will not give or receive aid during examinations; I will not give or receive false or impermissible aid in course work, in the preparation of reports, or in any other type of work that is to be used by the instructor as the basis of my grade; I will not engage in any form of academic fraud. Furthermore, I will uphold my responsibility to see to it that others abide by the spirit and letter of this Honor Pledge.”

CLASS SCHEDULE: A chronological listing for each class meeting which includes the following:

Week 1 - August 29

Class intros & review class outline and requirements
Philosophy of social media: what it is; what it isn't; why it matters for business
Class project intro: Nashville Technology Council
Facebook 101; think business, creating a page and benefits

Week 2 - September 5

Pick teams
Twitter 101
Building a social media plan: Part I
Building a social media plan: Part II

Week 3 - September 12

Branding Defined: Guest Speaker – Author, John Morgan, Johnmichaelmorgan.com
Blogging

Week 4 - September 19

Analytics: Guest speaker: Leah Mackey, Radian 6
Social media gone bad and social media missteps
LinkedIn basics

Week 5 - September 26

Custom user experience

Social apps

Cause related social media (TN Flood); guest speaker

Week 6 - October 3

YouTube basics: Guest Speaker - Jeremy Scott, ReelSEO.com

Geo-location based social media: Facebook Places; FourSquare, Scvngr, GoWalla

Social coupons (Groupon, Living Social etc) explained and how to utilize for businesses

Discussion for class project

Discerning social media experts: Professionals and Poseurs

Week 7 - October 10 CLASS PROJECT PRESENTATIONS

5:30-6:15 Team 1

6:20-7:05 Team 2

7:25-8:10 Team 3

8:15-9:00 Team 4