



Fall 2018 - Social Media Strategy
MKTG-UB.9045-F01
September 13 – October 25 2018 (7-week course)
Thursday 3:00 – 5:45 pm
[Classroom Location]

Class Description:

[Place here any official NYU prerequisites as they appear on the NYU Study Abroad Florence website]

This course will introduce students to social media marketing. Through case studies, interactive sessions, and class exercises, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics. We will study how to develop a strategy for a product or service in social media, how to execute that strategy and how to assess the results. Topics will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media plan. The course also has a practical component, for which students work in small groups and individually.

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Instructor Details:

Name: Laura Grazzini

NYUGlobal Home Email Address: NYU Email pending, laura.grazzini@unifi.it

Office Hours: Thursday 6:00 – 7:00 pm

Villa Ulivi Office Location: Faculty offices

Villa Ulivi Phone Number: +39 055 5007 300

Desired Outcomes:

The overarching goal of this course is to help students get a clear perspective on what is really going on in the age of social/digital/mobile. Moreover, students will be introduced to the strategic management of social media for products and brands. On completion of this course, students should:

- Gain an understanding of what social media is and how this new type of media and communications technology is affecting business and marketing.
- Comprehend “social consumers” from psychological and sociological perspectives.
- Learn how to plan the strategy for social media, knowing more about the main social media tools available for business/marketing communication.
- Learn how to execute the strategy in a successful campaign.
- Learn the principles and best practices for listening to customers in the social space, for engaging in dialogue, and for increasing social impact, influence, and capital.
- Understand what is measurable and how to measure it, and what measures are most important for success.

Assessment Components

Class Participation and Attendance

Because class participation is so vital to the discussion of social media strategy, as the industry changes so rapidly, your attendance and participation in class is required. Attendance will be taken at the beginning of class via a sign-in sheet.

Team Project

Form a team of two people for a group project. Students who do not specify a group by the second class session will be assigned one. For this project, you will need to work on behalf of a company to establish their Social Media presence. Details and due dates will be specified in class by the professor. All deliverables should be submitted before class begins on the date due. Late work will be penalized depending upon how late it is submitted.

Individual Project

Details and due dates will be specified in class by the professor. All deliverables should be submitted before class begins on the date due. Late work will be penalized depending upon how late it is submitted. For this project you will be establishing your own personal Social Media presence, or enhancing it, as the case may be.

Individual Paper

Each student will prepare a paper discussing and analyzing the Social Marketing efforts of a company’s brand online providing for research, analysis, and your opinion as to how they could improve. Company must be submitted by email and approved by the Professor by the second class session. (NOTE: No more than 2 students per company). Paper must be no more than 5 typed pages, double spaced, 12-pt font, not including exhibits, graphics, citations, a cover page, etc. Points will be deducted for poor formatting, grammar, presentation, tardiness, etc. The paper must include an executive summary, an overview of the brand’s presence online, your analysis of its Social Marketing presence, its effectiveness, & its opportunities to improve its brand presence online.

The grade for this course will be determined according to the following formula:

- Attendance and Participation: 20%
- Team Project: 20%
- Individual Project: 20%
- Individual Paper: 40%

Failure to submit or fulfill any required course component results in failure of the class.

Assessment Expectations:

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty has agreed that for elective courses the individual instructor or department is responsible for determining reasonable grading guidelines. Letter grades for this course will be assigned as follows:

- **A-range:** The student makes excellent use of empirical and theoretical material and offers structured arguments in his/her work. The student writes comprehensive essays/exam questions and his/her work shows strong evidence of critical thought and extensive reading.
- **B-range:** The candidate shows a good understanding of the problem and has demonstrated the ability to formulate and execute a coherent research strategy
- **C-range:** The work is acceptable and shows a basic grasp of the research problem. However, the work fails to organize findings coherently and is in need of improvement
- **D-range:** The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research
- **F:** The work shows that the research problem is not understood; there is little or no critical awareness and the research is clearly negligible
- *Please note, Stern Business courses will adhere to the Stern Grading

Grading Guidelines

Required Grading Language for Elective Courses

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have agreed that for elective courses the individual instructor or department is responsible for determining reasonable grading guidelines. I/my department have elected to use the following grading guidelines for this course: [insert your elective course grading guidelines]

Grading Policy:

Please refer to Assessment Expectations and the policy on late submission of work

Academic Accommodations:

Academic accommodations are available for students with documented disabilities. Please contact the Moses Center for Students with Disabilities at 212-998-4980 or see the [Moses Center](#) for further information.

Students with disabilities who believe that they may need accommodations in a class are encouraged to contact the Moses Center for Students with Disabilities at (212) 998-4980 as soon as possible to better ensure that such accommodations are implemented in a timely fashion. For more information, see [Study Away and Disability](#).

Attendance Policy: [Please use this standard text]

Study abroad at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. **To ensure the integrity of this academic experience, class attendance at the centers is mandatory, and unexcused absences will be penalized with a two percent deduction from the student's final course grade.** Students are responsible for making up any work missed due to absence. Repeated absences in a course may result in failure.

For courses that meet once a week, one unexcused absence will be penalized by a two percent deduction from the student's final course grade. For courses that meet two or more times a week, the same penalty will apply to the number of class times over a single week

Excused Absences:

In case of absence, regardless of the reason, the student is responsible for completing missed assignments, getting notes and making up missed work in a timely manner based upon a schedule that is mutually agreed upon between the faculty member and the student. **The only excused absences are those approved by the Office of Academic Support; they are as follows:**

Absence Due to Illness

- If you are sick, please see a doctor. Contact the Office of Student Life for assistance.
- For absences that last for **two or more consecutive days, a doctor's certificate, "certificato medico" is required.** The doctor will indicate in writing the number of days of bed rest required. Please note **these certificates can only be obtained on the day you see the doctor** and cannot be written for you afterwards.
- Absences can **ONLY** be excused if they are reported **WITHIN 48 HRS** of your return to class via the online NYU Florence Absence Form [insert new hyperlink]
- OAS will not accept a student email or telephone call regarding an absence due to illness
- OAS will only notify faculty of absences **REPORTED** on the **ABSENCE FORM**
- The Office of Student Life, when assisting you in cases of severe or extended illness, will coordinate with the Office of Academic Support to properly record your absences

Due to Religious Observance

- Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday

- Information regarding absences due to religious observance must be provided at least SEVEN DAYS PRIOR to the date(s) in question using the online NYU Florence Absence Form [insert new hyperlink]
- Please note that no excused absences for reasons other than illness can be applied retroactively.

Due to a class conflict with a program sponsored lecture, event, or activity

- All students are entitled to miss one class period without any penalty to their grade in order to attend a lecture, event or activity that is sponsored by La Pietra Dialogues, Acton Miscellany or the Graduate Lecture series.
- Information regarding absences due to a class conflict must be provided at least SEVEN DAYS PRIOR to the date(s) in question using the online NYU Florence Absence Form [insert new hyperlink]
- Please note that no excused absences for reasons other than illness can be applied retroactively.

Students with questions or needing clarification about this policy are instructed to contact a member of the Office of Academic Support located in Villa Ulivi or to email florence.academicssupport@nyu.edu

Late Submission of Work

- All course work must be submitted on time, in class on the date specified on the syllabus.
- To request an extension on a deadline for an assignment, students must speak to the professor one week prior to the due date
- To receive an incomplete for a course at the end of the semester, two weeks before final exams, both the student and the faculty member must meet with the Assistant Director of Academic Affairs to review the request and if granted, they must both sign an Incomplete Contract detailing the terms for completing missing coursework.

Plagiarism Policy

PLAGIARISM WILL NOT BE TOLERATED IN ANY FORM:

The presentation of another person's words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

In the event of suspected or confirmed cases of plagiarism, The faculty member will consult first with the Assistant Director for Academic Affairs as definitions and procedures vary from school to school. Please consult the "Academic Guidelines for Success" distributed on your USB key at Check-in and on the NYU Florence Global Wiki.

For a detailed description of some possible forms of plagiarism and cheating please consult the Community Compact that you signed at Orientation, a copy of which is on the above mentioned Wiki and USB key.

Writing Center:

The Writing Center, located in Aula Belvedere in Villa Ulivi, offers you feedback on any type of writing, at any stage in planning or drafting. Sign up for a consultation at the [Writing Center's website](#) and submit your

working draft or ideas a day in advance to [NYU Florence Writing Center](#). Drop in for a consultation M-Th, but remember that appointments are given priority. Be assured that very rough drafts are welcome. Please note that we do not correct or “fix” your writing; instead we prompt you to think and work. Our aim is to create stronger writers in the long term, not necessarily perfect papers in the short term

Required Text(s):

Tuten, T. & Solomon, M. (2017). *Social Media Marketing*. Third edition, Sage Publication.

Copies of each textbook are available for consultation and short term loans in the [Villa Ulivi Library](#). Extra copies of some textbooks are also available for semester long loans. For more information on Books and Course Materials go [here](#).

Supplemental Texts(s):

Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.

Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, 58(5), 539-549.

Lindsey-Mullikin, J., & Borin, N. (2017). Why strategy is key for successful social media sales. *Business Horizons*, 60(4), 473-482.

Rosenthal, B., & Brito, E. P. (2017). How virtual brand community traces may increase fan engagement in brand pages. *Business Horizons*, 60(3), 375-384.

Texts that students are not required to are in NYU-FL Library or available on line

Internet Research Guidelines:

The careful use of internet resources is encouraged and a list of recommended websites will be given. Failure to cite internet and other non-traditional media sources in your written work constitutes plagiarism.

Additional Required Equipment:

[Art supplies or other equipment (graphing calculator) for class would go here.

If none are required please list N/A]

Class Assignments and Topics:

Session 1 - September 13, 2018

Topic: Introduction to social media: what is social media?.

Reading: Tuten & Solomon, Chapter 1; Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.

Session 2- September 20, 2018

Topic: Social Consumers: why people do what they do online?

Reading: Tuten & Solomon, Chapter 2.

Assignment Due: Teams Established

Session 3- September 27, 2018

Topic: Social Media Marketing Strategy and Planning

Reading: Tuten & Solomon, Chapter 4; Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, 58(5), 539-549.

Session 4 - October 04, 2018

Topic: Social Media Marketing Strategy and Planning

Reading: Tuten & Solomon, Chapter 5; Lindsey-Mullikin, J., & Borin, N. (2017). Why strategy is key for successful social media sales. *Business Horizons*, 60(4), 473-482.

Assignment Due: Individual Project

Session 5- October 11, 2018

Topic: The Four Zones of Social Media

Reading: Tuten & Solomon, Chapter 6; Rosenthal, B., & Brito, E. P. (2017). How virtual brand community traces may increase fan engagement in brand pages. *Business Horizons*, 60(3), 375-384.

Session 6- October 18, 2018

Topic: The Four Zones of Social Media

Reading: Tuten & Solomon, Chapter 9.

Session 7- October 25, 2018

Topic: Social Media Data Management and Measurement

Reading: Tuten & Solomon, Chapters 10 and 11

Assignment Due: Team Project & Individual Paper

Classroom Etiquette

- Eating is not permitted in the classrooms. Bottled water is permitted.
- Cell phones should be turned off during class time.
- The use of personal laptops and other electronic handheld devices are prohibited in the classroom unless otherwise specified by the professor.
- We recycle! So keep it green! Please dispose of trash in the clearly marked recycle bins located throughout the on campus buildings

Required Co-curricular Activities

[Field trip and site visit dates may be consolidated here as well as listed under the appropriate class session above. These must be requested in advance via the Office of Academic Support and pre-approved before appearing on the syllabus]

Suggested Co-curricular Activities

[Here you can refer students to the NYU Calendar of events or simply state the following]

Suggested optional co-curricular activities will be announced in class and/or via email by the professor throughout the semester.

Your Instructor

Laura Grazzini is Research Fellow in Marketing at the Department of Economics and Management, University of Florence, Italy. Her research interests lie in the areas of consumer behavior, social media marketing, sustainable consumption and experimental research. She has been visiting Ph.D. researcher at London Business School and Cardiff Business School.