

## Spring 2021 - Social Media Strategy MKTG-UB 9045

Meeting Days and Times: Thursday 3:30pm to 6:15pm CET

Blended (Biweekly course)

### Spring 2021

We know that you may be taking courses at multiple locations this semester. If you are enrolled in this course 100% remotely and are not a Go Local/Study Away student for this course site, please make sure that you've completed the online academic orientation via NYU Classes so you are aware of site specific support structure, policies and procedures. **Please contact [florence.academicssupport@nyu.edu](mailto:florence.academicssupport@nyu.edu)** if you have trouble accessing the NYU Classes site.

If you are attending in person, you will be instructed to choose your seat on the first day and are expected to use that seat for the entire semester due to NYU COVID-19 safety protocol.

### Class Description:

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.

### Instructor Details:

Name: Raffaele Donvito

NYUGlobal Home Email Address: Office Hours: 6:20pm – 6:40pm

Villa Ulivi Office Location: Room 6

Villa Ulivi Phone Number:

## **Inclusion, Diversity, Belonging and Equity**

NYU is committed to building a culture that respects and embraces diversity, inclusion, and equity, believing that these values – in all their facets – are, as President Andrew Hamilton has said, “...not only important to cherish for their own sake, but because they are also vital for advancing knowledge, sparking innovation, and creating sustainable communities.” At NYU Florence, we are committed to creating a learning environment that:

- fosters intellectual inquiry, research, and artistic practices that respectfully and rigorously take account of a wide range of opinions, perspectives, and experiences; and
- promotes an inclusive community in which diversity is valued and every member feels they have a rightful place, is welcome and respected, and is supported in their endeavours.

NYU Florence embraces diversity and recognizes our responsibility to foster an open, welcoming environment where students, faculty and staff of all backgrounds can collaboratively learn, work and communicate. We will continually strive to work together to nurture a culture of inclusivity, compassion and mutual respect.

There are both on-campus and NYU Global resources available to students and staff wishing to share their experiences with us or offer suggestions for improvement. On-campus, students, faculty and staff can contact any one of our three local [IDBE Liaisons](#), [Mary Barbera](#), [Lisa Cesarani](#) and [Angelica Pesarini](#). Students can also contact the [Office of Academic Support](#) or the [Office of Student Life](#) to talk to a member of staff. Students are invited to join the NYU Florence IDBE Student Committee and take on an active role in planning encouraging dialogues on issues around diversity and inclusion.

The Global NYU community can access the [Office of Global Inclusion, Diversity and Strategic Innovation](#) who works closely with students, faculty, administrators, and staff, regardless of where you may be located, to help make every aspect of NYU more equitable. You can contact them at [globalinclusion@nyu.edu](mailto:globalinclusion@nyu.edu) for more information and resources.

## **Bias Response Line**

NYU's [Bias Response Line \(BRL\)](#) provides an open forum to members of our community and helps to ensure that our community is equitable and inclusive. It is a centralized way to share or report experiences and concerns regarding bias, discrimination, or harassing behavior that may occur within our local or global NYU community. To contact the BRL, please email or call: 212-998-2277.

## **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.
- Find an increased interest to read economic and business related materials in the media.

## **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 4 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 an organization 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 less 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 Academic Commitment\*\*: 15%
- Team Project: 30%
- Individual Project: 25%
- Individual Paper: 30%

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

**\*\*NB: Commitment:** A student's commitment will be evaluated based on active participation, involvement and contribution in the course either remote or in-person.

**Sample 1:** Contributions include, but are not limited to: class assignments, tasks, discussion boards, office hours, labs, online chat, and/or the viewing of asynchronous course materials and completion of relevant work. If the student is participating remotely in the courses, it is imperative that they communicate regularly with their faculty members.

**Sample 2:** This may include, but is not limited to, presence at synchronous class sessions, timely submission of predetermined course assignments to the instructor, collaboration with peers in group course work both during class time or independently outside of class time, individual oral or written contributions to synchronous course time through the chat function, in person discussion, or in individual office hours with the instructor. In an asynchronous format this academic engagement may take the form of written contributions to course forums, adding comments to posted work on VoiceThread or Google Drive shared docs.

## 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 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:

- **Grade A:** 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.

- **Grade B:** The candidate shows a good understanding of the problem and has demonstrated the ability to formulate and execute a coherent research strategy
- **Grade C:** 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
- **Grade D:** The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research
- **Grade 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.

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### 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:

Study abroad at Global Academic Centers is an academically intensive 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. In blended course format, students, based on need and circumstance may attend class sessions in-person or remote synchronously online. Both are acceptable and would be considered present in class. 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 Global Sites is expected. Unexcused absences will affect students' semester participation grade.** Faculty will take attendance at the beginning of every class. For Go Local Students studying in Florence, **If you have scheduled a remote course immediately preceding/following an in- person class, you may want to discuss where at the Academic Center the remote course can**

**be taken.** Both in-person and remote students are responsible for making up any work missed due to absence. Repeated unexcused absences in a course may result in failure. Please be in contact with your professor via email to meet during office hours to discuss any missed lectures and assignments and arrange a timeline for submitting missed work.

### **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. **Absences should be reported to the [Office of Academic Support](#) via email and to your faculty member BEFORE your class meets for lesson.**

### **Categories of Excused Absences**

#### ***Absence Due to Illness***

- If you are a Go Local student present in Florence and feel sick, please contact the [Office of Student Life](#) for assistance.
- COVID-19 related family emergencies will be considered as an excused absence
- 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
- 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.academicsupport@nyu.edu](mailto:florence.academicsupport@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.

## **Writing Center:**

The NYU Florence Writing Center offers you feedback on any type of writing, at any stage in planning or drafting; very rough drafts are welcome. Sign up for an online consultation at the [Writing Center's website](#) and submit your working draft or ideas at least six hours in advance to [NYU Florence Writing Center](#). Please also note that the Writing Center does not correct or "fix" your writing but prompts you to think and work. The aim is to create stronger writers in the long term, not necessarily perfect papers in the short term.

## **Required Text:**

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

Two copies of this textbook are available for short term loans and one copy for consultation in the **Villa Ulivi Library**.

The digital version of this textbook is available to purchase or rent online at the NYU Bookstore. For more information please consult [Books and Course Materials](#).

Other materials will be added throughout the course.

## **Supplemental Texts:**

Quesenberry, Keith A.(2020). Social Media Strategy : Marketing, Advertising, and Public Relations in the Consumer Revolution, Rowman & Littlefield Publishers.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of Business Research, 69 (12), 5833-5841.

## **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:**

Laptop or Desktop (and possibly Smartphone).



## **Class Assignments and Topics:**

### **Session 1 – February 4**

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

Readings: Tuten, T. & Solomon, M. (2017). Chapter 1

### **Session 2 – February 11**

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

Assignment Due: Teams Established

Readings: Tuten, T. & Solomon, M. (2017). Chapter 2

### **Session 3 – February 25**

Topic: Social Media Marketing Strategy and Planning

Readings: Tuten, T. & Solomon, M. (2017). Chapter 4

### **Session 4 – March 11**

Topic: Social Media Marketing Strategy and Planning

Readings: Tuten, T. & Solomon, M. (2017). Chapter 5

### **Session 5 – March 25**

Topic: Social Media Data Management and Measurement

Readings: Tuten, T. & Solomon, M. (2017). Chapter 6

Assignment Due: Individual Project

### **Session 6 – April 8**

Topic: Team Project Presentation

Readings: Tuten, T. & Solomon, M. (2017). Chapter 7

Assignment Due: Team Project

### **Session 7 – April 22**

Topic: Individual Paper Presentation

Readings: Tuten, T. & Solomon, M. (2017). Chapter 10 & 11

Assignment Due: Individual Paper

## **Classroom Etiquette**

**In light of the unique circumstances of blended instruction, we ask students to consider the following class time expectations to ensure a pleasant and productive class:**

- Prepare your workspace for class, limit non-class activities during synchronous class time.
- If you are not using your cell phone to follow the lesson, cell phones should be turned off or in silent mode during class time.

- If deemed necessary by the study away site (i.e. a COVID related need), synchronous class sessions may be recorded and archived for other students to view. This will be announced at the beginning of class time.
- Students should be respectful and courteous at all times to all participants in class. Consider using the chat function or “raise hand” function in order to add your voice to class discussions.
- Please be mindful of your microphone and video display during synchronous class meetings. Ambient noise and some visual images may disrupt class time for you and your peers.

## **Required Co-curricular Activities**

N/A

## **Suggested Co-curricular Activities**

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

## **Your Instructor**

Raffaele Donvito (PhD) is Associate Professor -with National Academic Qualification as Full Professor- of Marketing, International Management, and Retail Fashion Marketing at the University of Florence. He has been research fellow of the Department Economics and Management at the University of Florence since 2000. He has been Instructor of Marketing courses at Leonard N. Stern School of Business - New York University in Florence since 2009. His research interests include international marketing, brand management, digital and social media marketing, retail marketing, fashion and luxury marketing. His published research outputs have appeared in refereed international journals including Journal of Retailing, Journal of Business Research, Psychology & Marketing, Journal of Brand Management, Journal of Product & Brand Management, Journal of Strategic Marketing, Qualitative Market Research, Journal of Marketing Trends, and also in SIM, Marketing Trends, EMAC, IMP, KSMS, GAMMA, AMS international conferences proceedings. He is member of the editorial boards of Journal of Global Scholars of Marketing Science, Journal of Global Fashion Marketing, and Italian Journal of Marketing. He received the Best Track Chair Award at 2019 Global Fashion Marketing Conference in Paris, the Best Conference Paper award at 2015 the Global Fashion Management Conference in Florence, the Best Conference Paper award at 2010 Global Marketing Conference in Tokyo and the Marketing Trends Awards at 2007-8 International Congresses on Marketing Trends, in Paris-Venice.