

SOCIAL MEDIA MARKETING

Course Syllabus

1. General Information

Course name: Social media marketing

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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2. Objectives

The aim of this course is to provide learners with the basic and most updated knowledge and skills to understand the evolution of social media marketing and four zones of social media marketing. Upon completion of the course, students will be able to know how to develop effective social media marketing strategies for various types of industries and businesses as well as be able to describe the major social media marketing portals that can be used to promote a company, brand, product, service or person. Furthermore, students are expected to be able to put together a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services and metrics.

3. Abstract

Social media marketing (SMM) is a broad term that refers to any online marketing efforts initiated through social media platforms like Facebook, Twitter, Instagram and LinkedIn. Students who excel in this course possess an ability to write clearly and succinctly. They also have analytical minds with an ability to understand data and synthesize reports, along with an aptitude for learning online tools quickly and efficiently.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Integrated marketing communication, E-commerce

6. Learning Outcomes

On successful completion of this course, a learner will be able to:

1. Understand the role, goals and strategies of social media marketing
2. Understand how to identify target audiences
3. Understand and apply rules of engagement for social media marketing
4. Understand social media platforms and social networking sites
5. Understand different content marketing on social media
6. Understand and apply mobile marketing on social networks
7. Understand how to monitor and manage social media marketing efforts
8. Understand how to develop a social media marketing plan

7. Assessment Criteria

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass the student can:
LO1 Understand the role, goals and strategies of social media marketing	<ul style="list-style-type: none"> - define and explain why social media is important to businesses around the world - explain characteristics of social media marketing and ways in which it differs from traditional offline marketing - explain what are five stages in listen and observe - explain how to set goals and objectives as well as determine strategies
LO2 Understand how to identify target audiences	<ul style="list-style-type: none"> - explain the importance of targeting and targeting process in social media marketing - discuss best practices for targeting branded posts
LO3 Understand and apply rules of engagement for social media marketing	<ul style="list-style-type: none"> - explain initial entry strategies: passive versus active - explain principles for success - discuss social media marketing ethics and making ethical decisions - discuss global perspective and best practices following the rules of engagement for social media marketing
LO4 Understand social media platforms and social networking sites	<ul style="list-style-type: none"> - identify list of social media platforms - analyze benefits of marketing with social networks - explain why a white label social network should used - be aware of the future of social networks
LO5 Understand different content marketing on social media	<ul style="list-style-type: none"> - describe benefits of marketing with blog, video, online photos, social news, social bookmarking, online discussions, white papers and e-books

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass the student can:
	<ul style="list-style-type: none"> - outline best practices in marketing with blog, video, online photos, social news, social bookmarking, online discussions, white papers and e-books
LO6 Understand and apply mobile marketing on social networks	<ul style="list-style-type: none"> - describe an overview of mobile marketing on social networks - explain mobile-first strategy - be aware of mobile customer experience - discuss best practices for social mobile marketing
LO7 Understand how to monitor and manage social media marketing efforts	<ul style="list-style-type: none"> - explain the importance of social media monitoring - discuss how to listen and track, measure and evaluate social media activities - explain what social media marketing tools are - understand how to analyze single purpose, single platform and multiple platform tools to choose the right tool - point out consumer tools for productivity and engagement
LO8 Understand how to develop a social media marketing plan	<ul style="list-style-type: none"> - know how to create an informative and eye-catching title page - know how to develop a compelling executive summary - explain steps required to develop a social media marketing plan

8. Outlines

Chapter 1. The role of social media marketing

- 1.1. Defining social media
- 1.2. The infrastructure of social media
- 1.3. What is SMM?
- 1.4. The seven myths of SMM
- 1.5. The history of SMM
- 1.6. Why SMM is different
- 1.7. Classifications of SMM
- 1.8. Monetization and social media
- 1.9. Segmentation and targeting for social media marketing
- 1.10. Social identity
- 1.11. Motives and attitudes influencing social media activities
- 1.12. Social media segments

1.13. Best practices for SMM

Chapter 2. Goals and strategies

2.1. What is a SMM plan?

2.2. SMM planning cycle

2.3. Listen and observe: five stages

2.4. Listen and observe: listening centers

2.5. Setting goals and objectives

2.6. Determining strategies

2.7. Linking goals with a call to action

2.8. Self-promotion vs. Building an army of advocates

2.9. Best practices for developing a social media strategy

Chapter 3. Identifying target audiences

3.1. The importance of targeting in SMM

3.2. The targeting process in SMM

3.3. Targeting ads and posts on social platforms

3.4. Best practices for targeting branded posts

Chapter 4. Rules of engagement for SMM

4.1. Permission vs. Interruption marketing: Developing the social contact

4.2. Initial entry strategy: Passive vs. Active

4.3. Principles for success

4.4. SMM ethics

4.5. Making ethical decisions

4.6. Global perspective

4.7. Best practices: Following the rules of engagement for SMM

Chapter 5. Social media platforms and social networking sites

5.1. List of social media platforms

5.2. A brief history of social networks

5.3. Benefits of marketing with social networks

5.4. Marketing with social networks

5.5. Why use a white label social network

5.6. The future of social networks

Chapter 6. Microblogging

- 6.1. What is microblogging?
- 6.2. A brief history of microblogging
- 6.3. Different uses for microblogging
- 6.4. Building your brand online
- 6.5. Marketing with microblogging

Chapter 7. Content creation and sharing: Blogging, streaming video, podcasts, and webinars

- 7.1. Creating a content strategy
- 7.2. Blog history
- 7.3. What is a blog?
- 7.4. Creating and promoting a blog
- 7.5. Everyone is a publisher
- 7.6. Marketing benefits of blogging
- 7.7. Video streaming in the social media mix
- 7.8. . Creating and sharing podcasts
- 7.9. Marketing with podcasting
- 7.10. Hosting webinars
- 7.11. Marketing with webinars and/or podcasts
- 7.12. Best practices for blogging, podcasting, video sharing and webinars

Chapter 8. Video marketing

- 8.1. Viral video
- 8.2. Consumer use of video
- 8.3. Benefits of marketing with online videos
- 8.4. How to create appealing video content

Chapter 9. Marketing on photo sharing sites

- 9.1. The growing importance of visual marketing
- 9.2. A brief history of photo sharing
- 9.3. Benefits of marketing with online photos and other images
- 9.4. Marketing with photo sharing sites
- 9.5. Best practices in marketing through photo sharing

Chapter 10. Discussion, News, Social bookmarking, and Q&A sites

- 10.1. The evolution of online discussions
- 10.2. Marketing with social news and news aggregation sites
- 10.3. Marketing with social bookmarking and S-commerce
- 10.4. Marketing with Q&A sites
- 10.5. Future of discussion boards, social news, social bookmarking, and Q&A sites
- 10.6. Best practices for online discussion on all platforms

Chapter 11. Content marketing: Publishing articles, white papers and e-books

- 11.1. Publishing and distributing articles
- 11.2. Creating white papers and e-books
- 11.3. Marketing with articles, e-books, and white papers
- 11.4. Best practices in crafting articles, white papers, and e-books

Chapter 12. Mobile marketing on social networks

- 12.1. Mobile in the lives of global consumers
- 12.2. How many people use mobile to access the Internet and social platforms?
- 12.3. Which networks do they access?
- 12.4. Which devices and which services are winning and losing in the shift to mobile?
- 12.5. What part do apps play in mobile use?
- 12.6. What kinds of activities do consumers conduct on mobile?
- 12.7. Are consumers making purchases on mobile?
- 12.8. What will the impact be of having a buy button on social networking sites?
- 12.9. Mobile-first strategy
- 12.10. Location-based strategy
- 12.11. Mobile customer experience
- 12.12. Best practices for social media marketing

Chapter 13. Social media monitoring

- 13.1. The role of social media in research
- 13.2. Social media listening: the research process
- 13.3. Research errors and biases
- 13.4. Social intelligence
- 13.5. Primary social media research

13.6. What matter is measured

13.7. The evaluation and measurement process: DATA

Chapter 14. Tools for managing the social media marketing efforts

14.1. What are social media marketing tools?

14.2. Choosing the right tool for the job

14.3. Single-purpose tools

14.4. Single platform tools

14.5. Multiple platform tools

14.6. Purchased services

14.7. Consumer tools for productivity and engagement

Chapter 15: Social media marketing plans

15.1. Creating an informative and eye-catching title page

15.2. Automatically generating a table of contents

15.3. Writing a compelling executive summary

15.4. Composing a brief overview

15.5. Observing social media presence

15.6. Conducting a competitive analysis

15.7. Setting goals

15.8. Determining strategies

15.9. Identifying the target market

15.10. Selecting platforms

15.11. Implementing

15.12. Monitoring

15.13. Tuning

15.14. Budgeting

15.15. Calculating return on investment

15.16. Getting C-suite Buy-in

9. Required Textbooks

Barker, M., Barker, D.I., Bormann, N.F. & Zahay, D.(2016). *Social media marketing: A strategic approach, 2nd edition*. Cengage Learning.

11. Suggested Textbooks

Tuten, T. and Solomon, M.R. (2018). *Social media marketing, 3rd edition*. Sage Publications.

12. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	Chapter 1. The role of social media marketing	<ul style="list-style-type: none"> Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria Defining social media The infrastructure of social media What is SMM? The seven myths of SMM The history of SMM Why SMM is different Classifications of SMM <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss the rise of TikTok as a social media marketing platform 	<p>Before class:</p> <ul style="list-style-type: none"> Reading the course's syllabus Reading Chapter 1, <i>the required textbook</i>, pp. 2-19. Read Chapter 1, <i>the suggested textbook</i>, pp. 4-30.
2	Chapter 1. The role of social media marketing (cont.)	<ul style="list-style-type: none"> Monetization and social media Segmentation and targeting for social media marketing Social identity Motives and attitudes influencing social media activities Social media segments Best practices for SMM 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Chapter 2, <i>the suggested textbook</i>, pp. 40-61
3	Chapter 2. Goals and strategies	<ul style="list-style-type: none"> What is a SMM plan? SMM planning cycle Listen and observe: five stages Listen and observe: listening centers Setting goals and objectives <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss successful SMM campaign in the occasion of latest Lunar New Year 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Chapter 2, <i>the required textbook</i>, pp. 23-31. Reading Chapter 4, <i>the suggested textbook</i>, pp. 110-119.
4	Chapter 2. Goals and strategies (cont.)	<ul style="list-style-type: none"> Determining strategies Linking goals with a call to action Self-promotion vs. Building an army of advocates 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Chapter 3, <i>the required textbook</i>, pp. 41-56.

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> Best practices for developing a social media strategy <u>Activity</u> - Discuss target audiences of TikTok	<ul style="list-style-type: none"> Reading Chapter 4, <i>the suggested textbook</i>, pp. 119-135.
5	Chapter 3. Identifying target audiences	<ul style="list-style-type: none"> The importance of targeting in SMM The targeting process in SMM Targeting ads and posts on social platforms Best practices for targeting branded posts <u>Activity</u> Discuss target audiences of TikTok	Before class: <ul style="list-style-type: none"> Reading Chapter 3, <i>the required textbook</i>, pp. 41-56.
6	Chapter 4. Rules of engagement for SMM	<ul style="list-style-type: none"> Permission vs. Interruption marketing: Developing the social contact Initial entry strategy: Passive vs. Active Principles for success SMM ethics Making ethical decisions Global perspective Best practices: Following the rules of engagement for SMM <u>Activity</u> - Discuss consumer privacy protection on Facebook	Before class: <ul style="list-style-type: none"> Reading Chapter 4, <i>the required textbook</i>, pp. 61-72
7	Chapter 5. Social media platforms and social networking sites	<ul style="list-style-type: none"> List of social media platforms A brief history of social networks Benefits of marketing with social networks Marketing with social networks Why use a white label social network The future of social networks <u>Activity</u> - Comparing social media marketing and traditional marketing	Before class: <ul style="list-style-type: none"> Reading Chapter 5, <i>the required textbook</i>, pp. 77-90.
8	Chapter 6. Microblogging Chapter 7.	<ul style="list-style-type: none"> What is microblogging? A brief history of microblogging Different uses for microblogging Building your brand online Marketing with microblogging Creating a content strategy 	Before class: <ul style="list-style-type: none"> Reading Chapter 6, <i>the required textbook</i>, pp. 100-109. Reading Chapter 7, <i>the required textbook</i>, pp.

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	Content creation and sharing: Blogging, streaming video, podcasts, and webinars	<ul style="list-style-type: none"> • Blog history • What is a blog? • Creating and promoting a blog • Everyone is a publisher • Marketing benefits of blogging <u>Activity</u> <ul style="list-style-type: none"> - Discussing content strategy of a travel blog 	113-123.
8	Chapter 7. Content creation and sharing: Blogging, streaming video, podcasts, and webinars (cont.)	<ul style="list-style-type: none"> • Video streaming in the social media mix • Creating and sharing podcasts • Marketing with podcasting • Hosting webinars • Marketing with webinars and/or podcasts • Best practices for blogging, podcasting, video sharing and webinars <u>Activity</u> <ul style="list-style-type: none"> - Discussing the opportunities for webinars during Covid-19 	Before class: <ul style="list-style-type: none"> • Reading Chapter 7, <i>the required textbook</i>, pp. 125-132.
9	Chapter 8. Video marketing Chapter 9. Marketing on photo sharing sites	<ul style="list-style-type: none"> • Viral video • Consumer use of video • Benefits of marketing with online videos • How to create appealing video content • The growing importance of visual marketing • A brief history of photo sharing • Benefits of marketing with online photos and other images • Marketing with photo sharing sites • Best practices in marketing through photo sharing <u>Activity</u> <ul style="list-style-type: none"> - Discussing video content of Dove – “True beauty” campaign - Discussing marketing activities with Instagram 	Before class: <ul style="list-style-type: none"> • Reading Chapter 8, <i>the required textbook</i>, pp. 142-150. Before class: <ul style="list-style-type: none"> • Reading Chapter 9, <i>the required textbook</i>, pp. 157-170.
10	Chapter 10. Discussion, News, Social bookmarking, and Q&A sites	<ul style="list-style-type: none"> • The evolution of online discussions • Marketing with social news and news aggregation sites • Marketing with social bookmarking and S- 	Before class: <ul style="list-style-type: none"> • Reading Chapter 10, <i>the required textbook</i>, pp. 176-188.

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>commerce</p> <ul style="list-style-type: none"> Marketing with Q&A sites Future of discussion boards, social news, social bookmarking, and Q&A sites Best practices for online discussion on all platforms <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing disadvantages of forum marketing 	<p>After class:</p> <ul style="list-style-type: none"> Revise for the mid-term test
11	Mid-term individual test	Mid-term individual test	<p>Before class:</p> <ul style="list-style-type: none"> Revise for the mid-term test
12	Chapter 11. Content marketing: Publishing articles, White papers, and E-books	<ul style="list-style-type: none"> Publishing and distributing articles Creating white papers and e-books Marketing with articles, e-books, and white papers Best practices in crafting articles, white papers, and e-books <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing disadvantages of marketing with e-books in Vietnam 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Chapter 11, <i>the required textbook</i>, pp. 194-201.
13	Chapter 12. Mobile marketing on social networks	<ul style="list-style-type: none"> Mobile in the lives of global consumers How many people use mobile to access the Internet and social platforms? Which networks do they access? Which devices and which services are winning and losing in the shift to mobile? What part do apps play in mobile use? What kinds of activities do consumers conduct on mobile? <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing opportunities for B2B marketing on mobile 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Chapter 12, <i>the required textbook</i>, pp. 208-213.
14	Chapter 12. Mobile marketing on social networks (cont.)	<ul style="list-style-type: none"> Are consumers making purchases on mobile? What will the impact be of having a buy button on social networking sites? Mobile-first strategy 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Chapter 12, <i>the required textbook</i>, pp. 215-223.

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> Location-based strategy Mobile customer experience Best practices for social media marketing <u>Activity</u> <ul style="list-style-type: none"> - Discussing disadvantages of location-based marketing 	
15	Chapter 13. Social media monitoring	<ul style="list-style-type: none"> The role of social media in research Social media listening: the research process Research errors and biases Social Intelligence Primary social media research <u>Activity</u> <ul style="list-style-type: none"> - Discuss benefits of using social listening tools 	Before class: <ul style="list-style-type: none"> Reading Chapter 10, <i>the suggested textbook</i>, pp. 336-354. Reading Chapter 13, <i>the required textbook</i>, pp. 228-246.
16	Chapter 13. Social media monitoring (cont.)	<ul style="list-style-type: none"> What matter is measured The evaluation and measurement process: DATA <u>Activity</u> <ul style="list-style-type: none"> - Discuss metrics to measure brand awareness 	Before class: <ul style="list-style-type: none"> Reading Chapter 11, <i>the suggested textbook</i>, pp. 368-373.
17	Chapter 14. Tools for managing the social media marketing effort	<ul style="list-style-type: none"> What are social media marketing tools? Choosing the right tool for the job Single-purpose tools Single platform tools Multiple platform tools Purchased services Consumer tools for productivity and engagement <u>Activity</u> <ul style="list-style-type: none"> - Discuss pros and cons of Facebook Insight 	Before class: <ul style="list-style-type: none"> Reading Chapter 14, <i>the required textbook</i> pp. 250-264.
18	Chapter 15. Social media marketing plan	<ul style="list-style-type: none"> Creating an informative and eye-catching title page Automatically generating a table of contents Writing a compelling executive summary Composing a brief overview Observing social media presence Conducting a competitive analysis 	Before class: <ul style="list-style-type: none"> Reading Chapter 15, <i>the required textbook</i>, pp. 270-280.

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> Setting goals Determining strategies Identifying the target market <u>Activity</u> <ul style="list-style-type: none"> Discussing challenges associated with designing a social media marketing plan 	
19	Chapter 15. Social media marketing plan (cont.)	<ul style="list-style-type: none"> Selecting platforms Implementing Monitoring Tuning Budgeting Calculating return on investment Getting C-suite Buy-in <u>Activity</u> <ul style="list-style-type: none"> Discussing sample templates for a social media marketing plan 	Before class: <ul style="list-style-type: none"> Reading Chapter 15, <i>the required textbook</i>, pp. 281-299.
20	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of group assignment by groups of students Q&A on each presentation Each oral presentation must not be longer than 15 minutes 	Before class: <ul style="list-style-type: none"> Submitting group assignment Preparing and submitting slides for oral presentation
21	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of group assignment by groups of students Q&A on each presentation Each oral presentation must not be longer than 15 minutes 	Before class: <ul style="list-style-type: none"> Submitting group assignment Preparing and submitting slides for oral presentation
22	General review and discussion	<ul style="list-style-type: none"> Give a general review of the course's contents and discussion 	

13. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Mid-term test (individual)	10%

3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 11th slot, students will be given a case study/a scenario with some relevance to the social media marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills related to social media marketing in a real case in order to become familiar with the reality of social media marketing activities.

The group assignment requires student to work with other members in an assigned group to develop a social media marketing plan and present the report. Students will choose or be assigned a scenario/a real company and a group (4-5 members). They will be required to design a social media marketing plan for the company, aligned with its marketing goals. Students need to complete the following tasks:

- Developing a social media audit of the company's existing social media activities
- Identifying target market and social media strategies
- Developing a social media marketing plan

As a result of the group assignment, each group must deliver a written report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any social media marketing topics covered throughout the course.