

HANKUK UNIVERSITY OF FOREIGN STUDIES (HUPS)

2018 INTERNATIONAL SUMMER SESSION in KOREAN STUDIES

IS308: Current Topics in Marketing – Developing Social Media Marketing Strategies (3 credit hours)

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Required Course Materials

1. Laptop Computer: You must have a laptop computer with a wireless internet modem, as class time will often be spent on social media design.

2. Books:

- *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business* by Andrew Macarthy, 2018 (Amazon.com)

3. Supplemental Readings: Supplemental readings from the business press that address social media marketing will be distributed online to students throughout the course.

Course Description

Social media represents one of the hottest topics in marketing today. This course seeks to understand its role as a communication tool and how social media can be utilized in the development of an integrated marketing communications strategy.

Social Media Marketing: Social media are the services, tools, and platforms that allow users to share information with one another. The various applications and their use differ from country to country, with social networking sites such as Facebook dominating social media usage in most Asian countries, while online bulletin boards and blogs are the respective choices of consumers in China and Japan. The growth of these channels can be attributed largely to the desire for honest and non-commercialized opinions and information found in social forums and professional blogs. This growth has accelerated through the integration of internet, mobile devices, and television in many markets. Social media marketing occurs when marketers utilize these services, tools, and platforms in addressing each stage of the consumer decision making process (problem recognition, information search, alternative evaluation, purchase and post-purchase processes) by utilizing the two-way communication that social media affords. This course seeks to create an understanding of consumer psychology that fuels the need for social media, the social media tools and services used by consumers, and how to create marketing strategies that utilize our understanding of consumer psychology while advancing organizational goals.

Course Objectives

- Understand consumer motives for seeking out and utilizing social media services, tools, and platforms.
- Identify and describe the different social media services, tools, and platforms by product category: community, social networking, professional networking, social publishing, philanthropy, tagging, reviews, social news, video, presentation sharing, etc.
- Understand how social media applications are being created for hand held devices (e.g., cell phones).
- Understand the role that each form of media plays in the facilitation of the consumer decision making process.
- Describe and utilize the stages of the social media marketing strategy development process.

- Create an integrated social media marketing strategy using a variety of services, tools, and platforms to accomplish marketing objectives.
- Understand how to measure strategy success using a variety of metrics.

Instructional Methods and Roles in the Learning Process

I am a firm believer in the principles of team (TBL - www.teambasedlearning.org), which means that very little time in class will be dedicated to a formal lecture. With TBL the instructor functions as a facilitator and mentor, not a 'sage on the stage'. I will strive to create an environment in which you will feel motivated to learn, but it is **your responsibility** to come to class prepared to actively **participate** in the learning process. Do not expect to just sit and listen. The following Chinese proverb captures the essence and rationale for my teaching philosophy.

I hear and I forget;
I see and I remember; I do and I understand
- *Chinese Proverb*

The majority of class time will be focused on group based discussions and activities. Case studies, simulation exercises, current events, field research, and problem solving activities will guide classroom discussion. Therefore, your success in this course is tied directly to your attendance and preparation for each class period.

Assignments and Grading

On Time Performance - 10%

No different from the business world, it's critical that you arrive to class on time, as the rest of the students and I are relying on your attendance and participation. Class will commence immediately at its scheduled time and arriving late will just interrupt what we are doing and disrupt your team members, as it's likely that you'll want to be brought up to speed in regards to what we are working on at the time. You will receive credit for arriving before or at the scheduled class time, not a second or minute later, as class will have already commenced.

Readiness Assessments – 40 %

Course participants must be prepared to discuss and apply the assigned materials to real world marketing problems. Readiness assessments are designed to provide students with the motivation to read and take notes on assigned readings for the course. There will be an **open notes**, 10 question multiple choice individual readiness assessment given during the **first ten minutes of class** only on **days that readings are assigned**. The assessment corresponds to the review questions for the readings assigned for that day. The purpose of the assessment is to ensure that you have prepared for class and to reward you for good study practices. The individual readiness assessment will be collected ten minutes after the scheduled beginning of class, after which the team readiness assessment will begin (a collective team effort to complete the same assessment).

You must complete the individual assessment in order to complete the team readiness assessment. Individual readiness assessments represent 30% of your grade and the team readiness assessment is worth 10%. Having taught in ISS over the past several years, I've come to realize that it's critical for students to schedule study time each day, rather than let social activities dominate your how your time is spent outside of class. There is time for both, but you'll need to be disciplined in completing your readings each day, whether it's done in the afternoon or evening. Failure to do so puts you in jeopardy of failing the course.

Individual Project – 50 %

Each student will be required to complete a project designed to create an integrated social media marketing plan for a business or organization. Students will complete a series of benchmarks during the course period, with a final paper and presentation to be delivered during the final days of class.

Course Schedule

Week 1

Day 1: Course Overview (Thursday, July 19)

- Survey: Who are we, and what do we already know?
- Introduction: What we are trying to accomplish and what are our roles in the process?
- Review of readings and assignments

Week 2

Day 2: Before You Begin: Key Considerations For All Social Media Marketing (Monday, July 23)

Day 3: Explained: The Best Type of Content to Post on Social Media (Tuesday, July 24)

Day 4: Facebook Tips: Marketing Strategy you'll Like and Share (Wednesday, July 25)

Day 5: Hands On Thursday (Thursday, July 26)

- Bring Your Laptop
- Facebook Page Design

Week 3

Day 6: Twitter Tips: Tweet Your Way to the Top (Monday, July 30)

Day 7: Pinterest Tips: Pin Your Way to Marketing Perfection (Tuesday, July 31)

Day 8: YouTube Tips: Video Made the Marketing Way (Wednesday, August 1)

Day 9: Hands On Thursday (Thursday, August 2)

- Bring Your Laptop
- Twitter, Pinterest & Youtube Design

Week 4

Day 10: Instagram Tips: Snap-Happy Marketing Strategy (Monday, August 6)

Day 11: Snap-Chat: Self Destructing Social Media (Tuesday, August 7)

Day 12: Hands On Wednesday - Bring Your Laptop (Wednesday, August 8)

- Instagram Design

Day 13: Hands On Thursday - Bring Your Laptop (Thursday, August 9)

- Snap-Chat Design

Week 5

Day 14: Project Presentation Design - Bring Your Laptop (August 13)

Day 15: Project Presentations (August 14)

Day 16: Project Presentations (August 15)

Friday, August 17: ISS Closing Ceremony, Awarding of Certificates of Outstanding Achievement