

Summer 2016 | Business

Title: **Social Media Marketing for Small Business**

Catalog Number: **BUSN 106-D1 ONLINE**

Instructor: **Michelle Neujahr**

Location: **ONLINE**

Office Hours: **By appointment**

Email: mneujahr@smccme.edu

Credit Hours: **3**

Course Meets: **ONLINE- Facebook**

Term: **Summer 2016**

Instructors Office: **114 Hague Hall**

Phone: **207.741.5936 office**

Course Description

This course will explore the foundations and principles of social media marketing and its role in branding and growing a small business. The basic concepts of social media and small business marketing will be discussed. Social networking, bookmarking, blogging, email marketing, video/photo sharing, location-based sites, guerilla marketing and more will be explored during the course. Course homework and projects will focus on using social media tactics to market a real-life small business. A social media marketing plan will be developed in theoretical exercises and practical plans for students intending to enter or grow a small business.

Method of Learning

Instructor lectures, online discussions and activities, selected readings and student video presentations.

Course Objectives

After successfully completing the course, the student will be able to:

- Analyze the appropriate social media tactics to apply to any small business
- Apply social media techniques to successfully market a small business
- Assess the return on investment for social media marketing activities
- Create a social media marketing plan for a small business
- Communicate marketing objectives using social media
- Demonstrate a basic understanding of social media activities
- Develop an understanding of how to build an online presence
- Execute a social media strategic plan for a small business

Required Materials

NO TEXT NEEDED.

Grading

15%	Social Media Marketing Plan	15%	Oral Presentation
30%	Attendance/ Online Participation	40%	Homework Assignments (8)

Course Grade:

93-100 = A	90-92 = A-	87-89 = B+	83-86 = B
80-82 = B-	77-79 = C+	73-76 = C	70-72 = C-
67-69 = D+	63-66 = D	60-62 = D-	0-59 = F

Course Requirements

Students must complete the following as minimal requirements:

- Regular participation online – **this class meets on Facebook** – NOT ON BLACKBOARD
- Complete all homework assignments on time and be ready to discuss online
- Prepare and post a video to the class Facebook page
- Successfully complete a social media marketing plan

Late Homework/Papers

Late papers **will not be accepted and will receive a zero. NO EXCEPTIONS.** All work is due by midnight on the due date.

Neatness Counts

All written assignments are to be typed neatly and prepared using MS Word and sent to the instructor as an attachment. Written homework is to be sent via email at mneujahr@smccme.edu, online homework [questions and posts] is to be posted to the Facebook page.

Participation

Online class participation will be graded by the instructor. Each student is expected to contribute positively to the online discussions. Participation will be graded based on the quality of participation, ideas, insights, and learned outcome demonstrations, not just the quantity. See online assignment rubric for greater detail.

*****SEE STUDENT HANDBOOK FOR OTHER ACADEMIC POLICIES**

End-of-Course Evaluation

In order to gain access to final course grades, students must complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal site. Students can access the course evaluation report beginning two weeks before the end of classes. The deadline for submission of evaluations occurs 24 hours after the last day of classes each semester. Instructors will announce when the online course evaluation is available.

SMCC Pay-for-Print Policy

Students can print 100 pages per semester for free. If you print over 100 pages, you will be charged 10 cents per page to your Beacon Bucks account. Left-over pages will roll over to the following semester but will zero out at the end of the academic year. A pilot project tracking public printing has shown that this amount of free printing meets the needs of the vast majority of students. The College's pay-for-print system monitors printing on all public printers (i.e., those in general access labs, library printers, the LAC, and technology labs). Each time you log in to the system, the print station displays the remaining print quota. Once the printing quota has been exceeded, users will be charged \$0.10 per page on their Beacon Bucks accounts. Color printouts will be charged at 11-page units. This means each color printout will count as 11 pages toward the quota and cost \$1.10. Students can add money to their cards using a credit card online.

Add-Drop Policy

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the fall and spring semesters and the second through ninth week of twelve-week summer courses. This period is pro-rated for shorter-length courses. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Enrollment Service Center (no phone calls, please). The designation "W" will appear on the transcript after a student has officially withdrawn. A course withdrawal is an uncompleted course and may adversely affect financial aid eligibility. Failure to attend or ceasing to attend class does not constitute withdrawal from the course. There is no refund associated with a withdrawal.

Plagiarism Statement

If you are caught cheating or plagiarizing you will automatically fail this course. Adherence to ethical academic standards is obligatory. Cheating is a serious offense, whether it consists of taking credit for work done by another person or doing work for which another person will receive credit. Taking and using the ideas or writings of another person without clearly and fully crediting the source is plagiarism and violates the academic code as well as the Student Code of Conduct. In addition, if it is suspected that a student in any course in which s/he is enrolled has knowingly

committed such a violation, the faculty member will refer the matter to the College's Disciplinary Officer and appropriate action will be taken under the Student Code of Conduct. Sanctions may include suspension from the course and a failing grade in the course. Students have the right to appeal these actions to the Disciplinary Committee under the terms outlined in the Student Code of Conduct.

ADA Syllabus Statement

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call 207-741-5798.

If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the disability services coordinator, Mark Krogman, who can be reached at 741-5629. There will be some documentation for your teachers that must be supplied before accommodations can be given. Further information about services for students with disabilities and the accommodation process is available upon request at this number.

WARNING - Attendance Policy

Attendance will be taken daily online. Regular online participation is expected of all students. By direction of the VP and Dean of Academics Affairs, the following policies concerning attendance will be followed to the letter:

- If a student does not participate in the first week of class online, the student will be reported as a "WN" (no-show) and dropped from the class.
- If a student misses two or more consecutive weeks from online participation with no communication between student and instructor the student will receive a grade of "AF" (Administrative Failure).
- If a student misses more than 3 weeks of online participation at any point in the semester they will be receive a grade of "AF" (Administrative Failure).
- If a student is not able to engage in the online group, it is the responsibility of the student to talk with the instructor about the absence and missed course work. NOTE: Not participating online does not relieve you of the responsibility of completing all homework assignments. Routine lack of participation will be noted and will result in a severe overall final course grade reduction.

GRADING CRITERIA

An "A" Assignment

- Submitted the date the assignment is due
- Clear argument, logical and coherent throughout
- Good use of evidence
- Variety of sentence structure
- Original thought
- Grammatically clean

A "B" Assignment

- Submitted the date the assignment is due
- Paper has an argument, leaps in logic
- Fair use of evidence, though at times evidence is missing or used ineffectively
- Digressions
- No major grammar errors, some glimmers of thought

A "C" Assignment

- Submitted the date the assignment is due
- No clear argument and no clear development of ideas
- Large, sentence level errors
- Repeated leaps in logic repetitive
- Poor use of evidence, takes refuge in clichéd ideas

A "D" Assignment

- Submitted the date due the assignment is due
- A modicum of effort; weak, vague, unclear,
- So flawed by poor grammar and logic that it is incompetent
- Otherwise exhibits a bad attitude, e.g., expresses racist or sexist views

An "F" Assignment

- Submitted on the date the assignment is due
- Minimal effort, extremely weak, vague, unclear, lacks evidence of thought
- Flawed grammar and logic, e.g., misinterprets the assignment or contains half as many pages as assigned.

Course Assignments and Activities Outline

WEEK	Date	Topic	Assignments
WEEK 1	5/31 – 6/5	Course Overview What is Social Media? Social Media Plan	
WEEK 2	6/6 – 6/12	Social Networking	HW 1 DUE 6/12
WEEK 3	6/13– 6/19	Facebook LinkedIn	HW 2 DUE 6/19
WEEK 4	6/20 – 6/26	Publishing, Email, Web Pages, Forums	HW 3 DUE 6/26
WEEK 5	6/27 – 7/3	Blogs & Wiki's	HW 4 DUE 7/3
WEEK 6	7/4 – 7/10	Microblogging	
WEEK 7	7/11– 7/17	Audio & Video	HW 5 DUE 7/17
WEEK 8	7/18 – 7/24	Photos, Livecasting, Gaming	HW 6 DUE 7/24
WEEK 9	7/25 – 7/31	Resources, Implement, Measure, SEO, SEM, Social Media Policy	HW 7 DUE 7/31
WEEK 10	8/1 – 8/7	Mobile, Interpersonal	HW 8 DUE 8/7
WEEK 11	8/8 – 8/14	Prepare Social Media Plan	SOCIAL MEDIA PLAN DUE 8/14
Week 12	8/15 – 8/19	View videos	VIDEO DUE 8/17 View classmates video by 8/19

Online Discussion Requirements

- **You must join the Facebook Class Group** and **participate** on a weekly basis in order to be successful in this course. In order to do so, you must have an individual account to access the Facebook Group. You do not need to friend the instructor or any class members.
- The link for the Facebook Group is <https://www.facebook.com/groups/965350076893427/>
- The group is titled **Social Media Marketing SUMMER 2016**
- Follow the link and ask to join the group. You will have until **June 5, 2016** to join the group. At that time the group will be made secret and only those who are in the class will be able to see the group. This group will remain secret and will not be available to anyone outside this course.

ONLINE ASSIGNMENT RUBRIC:

- Each week you are responsible for all the work listed in the syllabus **and** the work in each of the WEEK folders in the files section of the Facebook group. Week 1 begins on **Tuesday May 31, 2016** and you will need to post online requirements to the page by Sunday night at midnight the following week. Each new week begins on Monday and ends Sunday night at midnight.

You are graded each week for your participation in the group. In addition to weekly assignments you will be responsible for posting additional questions, comments and/or interesting content. This is **in addition to** the topic question/weekly assignment. Be sure to watch all videos, listen to all lectures and read all articles posted to the Facebook Class Group.

- There is a max of 5 points for online work each week
 - Points are awarded as followed
 - 0 = no participation [0 posts]
 - 1 = posts not relevant to assignments or class [1-2 posts]
 - 2 = just do the bare minimum of the assignment [3-4 posts]
 - 3 = posted the assignments but no other interaction [5-6 posts]
 - 4 = posted assignments and interacted with others [7-8 posts]
 - 5 = posted assignments, interacted with others and added value [questions, comments or other content that goes beyond what was assigned] [9+ posts]

Homework Assignments

***All homework assignments are worth 50 points

■ Homework #1 Company Introduction

Choose a company that you will work on for the entire semester. Write a detailed paper introducing the company. It is a good idea to set up a time to interview someone from the company before writing this paper. Assume the reader does not know anything about the company.

Include the following:

- What does the company do? Where are they located? How long have they been in business? What has been their success to date? What have they done for marketing up until this point? Are they currently on and/or active on social media? Are they actively marketing? Who are the owners and/or key players? Who will be involved with the social media strategy and implementation? Include any information needed to give a good overview of the business, their product or service and their current marketing strategies.
- How are they unique? What do they offer that sets them apart from their competitors? Is it their product/service that makes them unique? Is it their customer service? Be specific.
- What is their mission? What is their long-term vision? You can often find this on their website or ask the owner. Mission is who they are, vision is where they are going. What are their current goals?
- How do they earn revenue? Business to consumer? Business to business? Products? Services? Revenue share? Be specific. Where are their sales currently coming from? If you don't know, this is a good thing to ask the owner or marketing person. Also include their approximate annual revenue if you have access to that information.
- Who is their target market? Or in other words who is their ideal client? Include demographics: age, income level, education, relationship status, location, etc... as well as psychographics: personality, interests, beliefs, etc... ***See additional resources on the Facebook page
- Include their website, address, social media pages and any other links to current marketing initiatives.

Homework #2 Complete a SWOT analysis for the company you have chosen.

A SWOT analysis includes strengths, weaknesses, opportunities and threats. Strengths and weaknesses are things the company controls, i.e. employees, products, customer service. Opportunities and threats are things the company does not control, i.e. the weather, the economy, competitors. Ask the company to share their thoughts with you. See the Facebook page for SWOT examples and resources.

Homework #3 Listening

Identify the things your company will need to listen to [competitor activity, what potential clients are saying, etc...] and the things they will need to listen for [i.e. trends, changes in the industry, complaints, etc...] Use as many social media tools [Google search, Facebook, Twitter, Blogs, Articles, Association websites, etc...] as possible to listen to what is being said online. Write detailed paper, this will be an extensive assignment, on what you found out about your industry, your company and its target market/potential customers. You can set up a Google alert before completing this assignment to help you pull this information together.

Include the following:

- Industry [look for local and national associations, industry conferences, industry journals, industry blogs and pages specific to the industry]
 - How is the industry represented on social media? Who are the key contributors [i.e. who is blogging, writing articles, tweeting]?
 - What are the trends in the industry? Are things changing? What is new and exciting? What is fading away? What is coming?
 - How does this company fit into the industry? What can you learn from those who are leading the industry? How can your company get involved?
- Competitors [Identify three or four actual competitors and look at their websites, social media pages, customer reviews, print ads, blogs, articles and any other media you can find.]
 - What are they using social media for? Which platforms are they active with? What seems to be working for them with social media? What could they improve on? What are their themes with content [i.e. photos, education, fun & funny, tips, behind the scenes? What conversations seem to get the most interest? What value are they bringing to their followers? Is their following large, small, involved or silent? Be detailed. Give specific examples.
- Target Market [Your ideal client or potential client]
 - Where are they online? [Look at competitor's pages and on pages of products/services that serve the same clients this company serves] What are they saying? Who are they following? What are they most interested in? Are there any trends? What do they seem to value the most? What assumptions can you make about things that are important to these people?

Homework #4 Blogs

Set up a Blog and add three unique posts that could be used for your company. Each post should have a photo and a few paragraphs of text. Post it on the Facebook page. Do not use the name of the company in your blog if you do not have permission from the company. If you cannot use the actual company, create a blog about something that relates to the business you are working on. [i.e if you're working on a restaurant – you could do a food blog, if you're working on a financial firm you could do a blog on money saving tips] In addition to posting your blog, read your classmates blogs and comment on them. You can use any blog platform. [Some of the most popular are Tumblr, WordPress and Blogger] Some ideas for blogs topics: behind the scenes look at the business, introduce the owner, share the start up story, provide tips of the trade, answer frequently asked questions, etc...

Homework #5 Initial Recommendations

Based on what you have learned in class, in the book and from research about their company to date, how do you think this company could use social media to better market their business? Write a thorough recommendation. This section should be so detailed that a person in the company could take it and implement it without you. Include specific goals and objectives; identify the tools they should use and include a vision for the future of their marketing/social media campaign. This is the most important assignment of the semester. See examples of student blogs from past courses on the FB page.

Include the following:

- Why should they use social media or use it more than they are?
 - Some reasons include: increase sales, build brand presences, increase awareness, increase traffic top website, inform or strengthen relationships
 - Give the why for their business right now
- What types of content should they publish?
 - Some examples: educational content, fun & funny, behind the scenes, tips and tricks of the trade, etc... Provide the company with many examples of the types of content they should be posting.
- What key conversations should they have with their followers?
 - Some examples: Friendly, casual, business orientated, industry specific, etc...
- Who should they connect with and how should they engage with them?
 - How will you get them to like, follow, share and/or comment on content? Be specific. Give them examples.
- What connections do they need to make with other individuals and organizations to help expand your online presence?

- Some examples: competitors, industry leaders, businesses with similar target markets, local businesses, organizations the business supports, etc...
- What tools and platforms will you use? And why? And how often?
 - Facebook, Twitter, LinkedIn, Blogs, Google+, Website, Email Marketing, Google Alerts & Listening Platforms, Instagram, Audio, Video, Photo Sharing, etc... Include as many as make sense for this company.
 - Go beyond just listing the platforms, tell them how to use them, how often to engage and why each platform is important.
- What are your specific goals?
 - Use SMART Goals
 - Specific, Measurable, Attainable, Realistic/Relevant, and Timely
 - i.e. "We will do X by X and in order to accomplish this, we will need to do X and X and X.
 - Be specific with numbers
 - For example: We want to increase our web traffic to 10,000 hits per month or we will post two blogs every week for 12 months.
- How will you know its working?
 - ROI: return on investment
 - If they are spending time and money on these activities, what will prove that it's working?
 - Monitoring
 - How often should the company be checking, posting, engaging and/or interacting with platforms?
 - What will they measure and pay attention to? How will they do it and how often?

Homework #6 Publishing Calendar

Create a publishing calendar for the company you are working on for the next six months to a year. Your calendar should include what platforms they should post to, when they should post and the type of content they should post. Include what the company should do daily, weekly, monthly, quarterly and annually. Be as detailed as possible. See examples on the Facebook page.

Homework #7 Podcast

Create a 3-5 minute podcast for your company. Post your finished product to the Facebook page. The podcast should be related to the company you are working on and/or the industry. Some examples include: interview the owner or other key person in the business, give tips, educate the listener about something the business does, tell a story, etc...

Homework #8 Create Your Own Assignment

Ideas for this homework assignment must be submitted to the instructor seven days prior to when the assignment is due.

Social Media Marketing Plan Assignment

The social media marketing plan is **due on August 14, 2016**. Late papers will not be accepted. This assignment is worth 200 points and must include the items described below. The breakdown of points is outlined below.

- Description of your company [25 points] HW #1
- SWOT analysis [50 points] HW #2
- Listening [25 points] HW #3
- Recommendations [75 points] HW #5
- Publishing calendar [25 points] HW #6
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Social Media Marketing Final Video Presentation

The final video is worth 200 points. It must be posted to Facebook by midnight on **August 17, 2016**. Feedback on all class mates videos due **August 19, 2016** by midnight.

Video to include:

- **A full overview of your social media marketing plan.** Your video should be a marketing presentation. Pretend you are presenting your social media plan to the owner of the company you have worked on this semester. Make it professional and engaging. Your goal is to make us understand what this business does, what they are currently doing for marketing, what you learned from listening to the industry, what your marketing recommendations are and how they can measure success. Sell us on your recommendations– get the class excited and interested in what you social media could do for this company. Use the grading criteria below to make sure you include all parts of this assignment.
- **Creative thought.** Make your presentation visually stimulating and creative in its delivery.
- **Affective use of technology.** You can use any platform for creating your video that you choose. Some resources include: screencastomatic.com, garage band, camtasia or your iphone or camera. Video must include audio of you talking and visual.
- **Be between 4 and 6 minutes.** Your video must be a minimum of 4 minutes to receive full credit.



Grading Criteria for Final Video:

Content **100 points**
Overview of company. SWOT analysis. Learning from listening exercise. Detailed social media recommendations and overview of the social media publishing calendar.

Presentation **50 points**
Creative, professionalism, well planned, interesting, 4-6 minutes

Technology **50 points**
Effective use of, engaging, flows smoothly