Course Overview

Social media is everywhere. Increasingly, it is where people live out their lives - making connections, staying informed, finding jobs, and even falling in love. People spend on average [58 minutes a day on just Facebook](#) (Links to an external site.) - almost as much time as they spend eating and drinking.

If people have changed the way they live and buy things, it follows that marketing and sales must update as well to match this new lifestyle.

This course will present an in-depth overview of creating an effective social media strategy. It will focus on four primary areas:

- Research
- Planning and strategy
- Implementation
- Measurement

Likes and views don't magically turn into revenue. Businesses must harness social media to attract, convert, close and delight customers and turn them into promoters. They must be able to overcome common pitfalls, challenges and dead ends that companies face when formulating a social media strategy.

Whether you end up using social media professionally or personally, there is tremendous value in understanding why businesses are on social and how they use it to generate revenue.

Course Goals and Objectives

Our course goals and objectives are outlined below:

GOAL	OBJECTIVE
Building a content strategy	Learn how to produce content, how to curate content, how to design content, and how to create shareable content.
Channel evaluation	Determine where your target market spends time online. Which channels should your company use, and what will the goals of that channel be?
The Psychology of social	Analyze why certain content gets shared and how to improve the virality of content.
Community-building	Engage with people to build relationships and trust, and make community-building a collaborative and cross-departmental priority for your company.
Developing a brand voice	Develop and create a consistent experience across all of a company's external channels.

Best practices for how brands should behave and how they should not	Study case studies on how brands have interacted.
Measuring your efforts	Establish types of goals (engagement, revenue, reach, traffic).
Paid Social	Determine how and why one advertises on social media.

Activities

The backbone of the activities and exercises in this syllabus is the HubSpot software. We're partnering with HubSpot this semester to give you access to an abundance of FREE resources and content!

Required Resources and Readings

The required resources and readings for this course are provided below:

- [Social Media Certification](#) (Links to an external site.): A **free** online certification with videos, transcripts slides, and additional readings.
- Blogs: Inbound marketing is an incredibly fast-moving area of study. For that reason, you will be required to read and subscribe to several industry-leading blogs (**Feel free to create an additional email account, if you're concerned about using your primary email address**). This will be the most effective way to fully immerse yourself in the planning, creation, and execution of Inbound marketing. You can also take the free certification [here](#) (Links to an external site.).
  - HubSpot Inbound Marketing blog: http://blog.hubspot.com/marketing (Links to an external site.)
  - MOZ blog: http://moz.com/blog (Links to an external site.)
  - Unbounce blog: http://unbounce.com/blog/ (Links to an external site.)
  - Litmus blog: https://litmus.com/blog/ (Links to an external site.)
  - HelpScout blog: http://www.helpscout.net/blog/ (Links to an external site.)
  - Optimizely blog: http://blog.optimizely.com/ (Links to an external site.)
  - ConversionXL blog: https://conversionxl.com/blog/ (Links to an external site.)
- Additional content will be made available via Canvas

Grading Scale

The following criteria serve as general guidelines for all assignments submitted in this course. Please take the time to familiarize yourself with these guidelines.

"A" (90-100%): A manager would be very impressed and would remember the work when a promotion is discussed. In this course, that means work that is a pleasure to read, with excellent

content, grammar, sentence structure, mechanics, and visual design. In addition, work is thorough, complete, coherent, well organized, supported sufficiently, and demonstrates a superior understanding of audience, purpose, and rationale.

"B" (80-89%): A manager would be satisfied with the job, but not especially impressed. This means that papers are well written and well produced, and demonstrate a substantial addition to the learning process. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.

"C" (70-79%): A manager would be disappointed and ask you to revise or rewrite sections before allowing clients and others to see the work. In other words, the paper may have clear, but underdeveloped ideas or the paper might not engage or affect the reader. The paper may contain some errors in grammar, mechanics, or logic.

"D" (60-69%): A manager would be troubled by the poor quality of work. This level of work forces the reader to work too hard to understand the main ideas. The paper may contain incomplete information, have serious grammar and mechanical problems, lack clear organization, or be conceptually unclear.

"F" (0-59%): A manager would start looking for someone to replace you. In particular, work fails to address the tasks of the assignment, is so underdeveloped as to demonstrate incompetence, and is mechanically and grammatically incomprehensible. This grade will also be assigned for any evidence of plagiarism.

Professionalism

You will receive an overall professionalism grade (worth a total 300pts, or the equivalent of three quizzes). Professionalism includes your engagement, participation, and attendance. See the general "Grading" criteria in the syllabus for additional information.

Engagement
Your engagement grade is determined by the following:

- Meaningful contributions to class Discussion Boards.
- Completing assignments and submitting them by the deadline.

Participation

Your participation grade is determined by the following:

- Your overall group participation
- The feedback you receive from your teammates
- Attendance at group zoom meetings

Attendance
Your attendance grade is determined by the following:

- Logging into our Canvas course at least every 24/36 hours
- Attending group zoom meeting with your instructor
- Attending/watching guest speaker events

General Technology Requirements
Computer Operations and Access Requirements

You are expected to be familiar with the day-to-day operation of computers including email (and sending attachments) and standard software. If you need to develop your computer skills, please consider signing up for the courses offered by the Computer and Information Technology Center.

You are also expected to have regular access to computing technology whether it be your computer at home or the computers provided by the Library. There are 14 computer labs on campus, including one 24-hour lab should the library be closed.

Hardware and Disk Media Requirements

It is your responsibility to ensure that the computer(s) and disk(s) you use are functional and that you have, in the case of technological failure, backed up your data.

As a student at UNT, you can back up data, up to 25 GB, through SkyDrive (Links to an external site.) (Links to an external site.). A corrupted disk or crashed hard drive does not constitute an excuse for late or unsubmitted work. If you need to bring electronic files to class, please email them to yourself as attachments or use the SkyDrive available through your EagleConnect account.

Small USB storage units called "jump drives" or "pen drives" are an excellent alternative. See Amazon for more information or visit our local computer stores and/or large retailers to purchase portable memory starting at around $30.00.

Email Requirement

All students must have a valid UNT email address. You can forward your UNT email to your regular account (Hotmail, Yahoo, etc.), should you not wish to directly check your UNT account. It is also your responsibility to check your email regularly. I often use email to send class emails, including notices, updates, and advisories.

Assignment Submission and Grading Format

Major assignments and drafts must be submitted through Canvas unless otherwise noted. E-mailed assignments will not be accepted.

Due Dates

Assignments must be completed and uploaded to Canvas by the beginning of the designated due date/time unless specified otherwise. I do not accept late work unless you have documented extenuating circumstances related to university events or the observance of a recognized holy day.

It is your responsibility to turn in your work on time. Computer-related excuses will not be accepted as per the above technology requirements.

Lastly, you may not use program templates (e.g., Word templates) to format any of your documents — these don't encourage you to learn the programs and generally result in dull, unpersuasive documents.

Academic Integrity

Academic [integrity policies](#) (Links to an external site.) at UNT clearly state expectations for original and honest work to be submitted in all courses. UNT has a zero-tolerance policy towards plagiarism.

Netiquette Guidelines

Netiquette, or online etiquette, helps guide us in [outlining](#) (Links to an external site.) expected classroom behaviors online. Please remember to remain respectful of your instructor and fellow classmates.

ADA Statement

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.