

Instructor:

Dr. Perry D. Drake
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Class Meeting Times:

Every Tuesday and Thursdays from 12:30 – 1:45

Teaching Assistants:

Cody Goodrich:
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Campus Office: 427 Office Suite SSB
Katelyn Gierer
Email address: kjc87x@mail.umsl.edu
Campus Office: 427 Office Suite SSB

Teaching Assistant Office Hours:

The teaching assistants should be your first point of contact for any questions and help needed. Both will be available (for the most part) any time on Tuesdays and Thursdays outside of the classroom from 9 am to 4 pm.

Course Description

We will explore social media marketing, its role in inbound marketing, management best practices and more. You'll be creating social content for your own social networks and on behalf of UMSL Business. We will explore Facebook, Twitter, Instagram, YouTube, and LinkedIn. We will also learn the importance of video, podcasting and blogging as other forms of content. We will look at the impact of social media influencers on the purchase funnel and identify social media dash boarding techniques for quantifying the value of social media to management. You will need Twitter, LinkedIn, Facebook, and Instagram accounts for this course.

Course Objectives

Understand the available social media networks, the nuances of each network, and the challenges and opportunities of marketing/messaging to the brand's desired audience on each network. Conduct social analysis of brands to identify best practices and effective strategies. Learn to create content for social networks, including graphics (no prerequisite graphic design skills are needed), write blog posts, create videos, do livestreaming and podcasting. Identify metrics and Key Performance Indicators (KPIs) that can demonstrate the Return on Investment (ROI) of social media to business leaders, managers and executives

Upon completing this course, you will have a full social media portfolio demonstrating your work with a real client's social media handles, your experience writing for an established blog, producing and editing videos and podcasts, and your ability to audit the social media efforts of an existing brand.

Course Materials/Text

Due to the evolving nature of the course topic, there is no required textbook; therefore, it is essential that students attend class, participate in reading the weekly discussion board articles and watch all assigned videos. A recommended text is: *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* by Gary Vaynerchuk.

You will also be required to purchase a podcasting app at little cost and also subscribe for a free trial version of Adobe Premiere.

Supporting a Real Social Media Client

A large portion of this class is learning to support **real** brand social media networks, a **real** brand blog and a **real** podcast profile. We'll be supporting the UMSL Business' Facebook, Instagram and Twitter profiles, and be contributing content to the [UMSL Business](#) blogs, recording podcasts for the "[In your Business](#)" podcast series, creating videos for a [YouTube channel](#). You will suggest relevant articles for the Facebook or Twitter profiles, and schedule the articles to post to Facebook or Twitter using the Hootsuite platform. Students will "takeover" the Instagram on a weekly basis.

This is an intense and fast paced class with changes and additions to your workload on a regular basis. So be prepared to jump into the fast paced agency world.

Class Work

This class is very team oriented. Success of every team depends on equal contribution and cooperative efforts of all team members. Each team may be required to select a team lead who will coordinate the rest of the team members and make sure that the deadlines for the assignments are met. On Tuesdays, we all meet in class to discuss the topics of the course, listen to guest speakers, and do exercises. Thursdays are typically for team work only (the lab): each team meets in class to work on the team assignments - attendance is mandatory!

All students will be divided into the following teams: Social Media team (SMM), Blogging team, Podcasting team, Video and Livestreaming team.

Each undergraduate student will also be required to prepare a 10 minute lecture on various topics chosen by your teaching assistants. These will require PowerPoint slides and student engagement.

IMPORTANT NOTE: All students will be required to sign a contract stating they understand the uniqueness of this class and how demands by our client may come quickly and unexpected. Welcome to the real world!

Grade Composition:

#	Individual Assignments that will be components of the Digital Portfolio	Points	% of Final Grade
1	Valentine’s graphics for Facebook, Twitter and Instagram	10	
2	St. Patrick’s graphics for Facebook, Twitter and Instagram	10	
3	Spring Break graphics for Facebook, Twitter and Instagram	10	
4	Summer Break graphics for Facebook, Twitter and Instagram	10	
5	Blog piece (topic to be assigned by Katelyn)	20	
6	Podcast (to be assigned by Cody)	20	
7	Video (to be assigned by Cody)	20	
8	Native Ad using branding of choice	20	
Assignments Total		120	23.40%
9	Digital Portfolio including all of individual and group assignments	100	21.28%
10	Midterm Exam	100	21.28%
11	Attendance	60	12.77%
12	Group participation (midterm and final review)	100	21.28%
Total		480	100%

Total eligible points are 480 for the semester.

Grading Scale: The percent of total points you must achieve for each letter grade is shown below. For example, to get an A in this course you must obtain at least 432 points total (92% of 470).

92.00 or above	A	90.00 to 91.99	A-
88.00 to 89.99	B+	82.00 to 87.99	B
80.00 to 81.99	B-	78.00 to 79.99	C+
72.00 to 77.99	C	70.00 to 71.99	C-
68.00 to 69.99	D+	62.00 to 67.99	D
60.00 to 61.99	D-	Below 60.00	F

Extra Credit

Extra credit is not an option for this class under any circumstances. I have never allowed extra credit in my 19 years of teaching. Please do not ask. However, I do give opportunities for bonus points on your midterms and final exams from time to time. Stay tuned!

Team Evaluations

Midway into the semester, each team will be evaluated as to your overall performance. As seen above this effort counts for 100 points of the total 480. A substantial part of your grade. The criteria for which you will be evaluated is shown below. The mid semester check point is a way to give feedback so that any team having issues can course correct before the end of the semester.

Evaluation Dimension	Score on 5 pt scale (1=worst, 5=Excellent)	Manager Comments and Observations
The Team meets all deadlines place on them and with a positive and contributing manner. If a deadline cannot be met for a particular request, this team informs the manager timely and with good reasoning.		
Team works well together and there is no arguing between members.		
The Team creatively comes up with strategies to complete their tasks on time and does not rely on the manager to help them.		
The Team clearly understands their objectives and is proactive in most all instances regarding all aspects of their work.		
The Team is good at keeping the manager informed at all times		

Schedule

Below is the course schedule. But it is subject to change at any time. This is a very fluid class.

Date	Agenda
1/21/2020	Students interviewed & contracts signed
1/23/2020	Lab Time - first team meetings with Cody & Katelyn take place
1/28/2020	Social Media Basics Lecture (Drake) + Native Ad assigned + student presentations
1/30/2020	Lab Time
2/4/2020	Social Media Recap (Katelyn) Canva Tutorial + 4 Canva assignments revealed + Valentines Day header assigned + student presentations
2/6/2020	Lab Time
2/11/2020	Native Ad is due + Video Basics Lecture (Drake) + student presentation + Valentines Day header due
2/13/2020	Video Basics Recap (Cody) Lab Time
2/18/2020	Student Presentations + Premiere Pro Lecture + Video Assignment Revealed + Lab Time
2/20/2020	Lab Time
2/25/2020	Podcasting Basics Lecture (Drake) + Social Media Playbook + student presentations
2/27/2020	Lab Time
3/3/2020	Podcasting Recap (Cody) + LinkedIn Lecture + Guest Speaker + St. Patricks header assigned
3/5/2020	Lab Time + Video Assignment Due
3/10/2020	LinkedIn Recap + Hootsuite Basics Lecture (Katelyn) + Digital Portfolio Project Revealed + Spring Break header assigned

3/12/2020	Lab Time + St. Patricks header due
3/17/2020	Blogging Lecture (Drake) + Student presentations + Personal Blogging Piece Assigned
3/19/2020	Lab Time + Blogging recap (Katelyn) + Spring break header due
3/24/2020	SPRING BREAK
3/26/2020	SPRING BREAK
3/31/2020	MIDTERM EXAM - CLOSED BOOK
4/2/2020	Lab Time
4/7/2020	Personal Blog Piece Due
4/9/2020	MDMC APRIL 8-10 *ATTENDANCE REQUIRED
4/14/2020	Podcast Assignment (in class)
4/16/2020	Lab Time
4/21/2020	Student Presentations
4/23/2020	Lab Time
4/28/2020	Student Presentations + Summer Break headers assigned
4/30/2020	Lab Time
5/5/2020	Mandatory Porfolio Review Day (should be 95% complete) will meet individually for questions/comments + Summer Break headers due
5/7/2020	Optional Lab Time + DIGITAL PORTFOLIOS DUE AT MIDNIGHT
5/12/2020	NO CLASS
5/14/2020	FINAL EXAM WEEK - Top 5 portfolio winners are announced & will present their work. All guest speakers will be invited to attend this session