

**Instructor:**

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**Virtual Office Hours:**

Office hours on request. Just tweet me, text me, call me, email me. And I am there.

**In-Person Office Hours:**

By appointment

**Welcome**

Welcome to Social Media Marketing Strategy. I am so excited to be offering you this very unique course through the University of Missouri – St. Louis. Very few universities offer the selection of digital and social media marketing courses that we do. I am thrilled you are taking advantage of the great opportunity that is certain to give you that competitive advantage in the job market. Whether your major is in marketing, education, finance, Accounting, or communications it does not matter. We are all impacted by the disruption being caused by these emerging media and technologies. Be prepared. It is going to be a fast paced and awesome journey into the world of social media marketing. Additionally, I do hope you all have a tablet or a smart phone. We will be utilizing many social media apps throughout the semester. It will make the learnings much easier. Any problems in this regard, please contact me immediately so we can discuss other options.



<https://www.youtube.com/watch?v=-yw8chUQ7Ns>

**Biography**

I am currently the Assistant Teaching Professor of Digital and Social Media Marketing in the College of Business Administration at the University Of Missouri – St. Louis. I have also been appointed the Academic Director of Programs in Business within the School of Professional and Continuing Studies.

My current responsibilities are for the creation and instruction of the digital and social media marketing courses, programs, certificates and workshops at the undergraduate and graduate levels in addition to noncredit curriculums and certifications. Since arriving at the University in January of 2013 I have created and am now offering over 10 different types of digital and social media courses to the St Louis area including a new Certificate in Digital and Social Media Marketing for MBA students.



I am also a published author of Optimal Database Marketing by Sage Publications, a regular speaker at industry functions and event, have appeared in many journals and have appeared on TV several times. For a full list of my publications and public speaking events visit my about me bio page at:

[www.about.me/perrydrake](http://www.about.me/perrydrake)

Prior to joining UMSL in January of 2013, I was with NYU as an Assistant Professor for 14 years teaching and building out similar new and cutting edge marketing and data visualization classes and programs and had the privilege of receiving two outstanding teaching awards during that time.

I am a native of St. Louis and an alumni of UMSL. Most every morning you will find me running in Forest Park, rain or snow. I am a long distance runner who has run the New York City Marathon several times. I also enjoy biking and swimming.

### Teaching Philosophy

My teaching philosophy is all about engaging you with me and each other through readings and discussions about the latest news, uses, and tools in the world of social and digital media marketing. 25% of your grade in this course will be how I access your sharing of your ideas and thoughts about the various topics and examples we will be talking about throughout the semester. We will rely heavily on the use of the blackboard discussion threads, the Bonfyre app, video sharing and voice threads and other techniques to accomplish this. I want to hear from each of you and for you to share your ideas with your classmates and additionally tell your classmates what you think of their ideas. This is how you will learn.

Regarding my tests, I am not about memorization. That is a waste of time in a world where we can Google most any fact. Rather I will be interested in your showing me you understand the applications of our learnings. Tests are mostly essay. We will hold three face to face classes during the semester. The rest will be online and asynchronous.

### Required text

For this course there is no required text. I will be utilizing Hootsuite University for this course. That means at the end of the semester you will also all be Hootsuite Certified. A nice plus for your resume and LinkedIn profile page. We will not be registering for Hootsuite until week 3.



### Time Requirements

If this course was offered on campus, you'd be in class 2.5 hours/week, along with the travel time involved. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week IN ADDITION TO the time it takes you to read the required materials and watch the videos, as well as the additional work required to complete the assigned papers. That means that you need to plan to spend a **minimum of 6 hours every week**. But when it fits into your schedule. If you do not have that amount of time to devote to this course, you should perhaps reconsider taking this course at this time.

### Technology Requirements

As a student in an online course, you are expected to have **access to the internet almost every day**. If you have computing problems, it is your responsibility to address these, or come to campus to use the student computing labs. Problems with your computer or other technology issues is not an excuse for any delays in meeting expectations

and deadlines for the course. So, if you have a problem, get help in solving it immediately. At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux) and to an Internet browser (e.g. Mozilla Firefox, Internet Explorer)
2. Ability to navigate MyGateway (Blackboard Learning Management System)
3. Minimum Processor Speed of 1 GHz or higher recommended.
4. DSL or Cable Internet connection or a connection speed no less than 7 Mbps.
5. Media player such as Windows Media Player to open course media. Flash player may be required by some aspects of the course and is available as a free download here: <http://get.adobe.com/flashplayer/>
6. Adobe Acrobat to open PDF files throughout the course – available as a free download here: <http://get.adobe.com/reader/?promoid=HRZAC>
7. Adobe Flash Player plugin, available as a free download here: <http://get.adobe.com/flashplayer/>
8. Oracle Java plugin, available as a free download here: <http://java.com/en/download/index.jsp>
9. Microsoft Silverlight plugin, available as a free download here: <http://www.microsoft.com/getsilverlight>
10. A webcam and/or microphone is highly recommended.
11. A tablet or a smart phone or both.
12. The Bonfyre app.

## Course Description

Social networks are becoming an integral part of the marketing mix. In these platforms, brands can engage with prospects and consumers on many levels. In this course you will learn how to create a brand presence on these social networks, understand the differences between earned and paid media, the various tools (free and paid) used to listen and engage with consumers, how we manage healthy communities, techniques used to identify influencers, crisis management, rules of engagement for high profile individuals and corporations, the importance of transparency, the various ways engagement is measured, the value of a Facebook like, and calculating return on investment. Social networks to be discussed will include Facebook, Twitter, Tumblr, Instagram, LinkedIn, Wordpress, etc. Tools to be used will include Netbase (our partner), HootSuite, TweetDeck, Sprinklr, Technorati, etc. Various real life case projects and exercises will be assigned throughout the semester under the instructor's supervision.

## Goals / Learning Objectives

Upon the completion of this course students will:

- Learn marketing best practices for each social media property including Facebook, Twitter, LinkedIn, Instagram, Vine and other social media properties.
- Be able to articulate how social marketing strategy fits into the fully integrated digital marketing plan
- Know what the latest social media tools are for use by professionals
- Learn the capabilities of Hootsuite and apply those learnings
- Know how to find your influencers for a brand
- Understand the steps to community management
- Know how B-to-C and B-to-B differ regarding the use of Social Media
- Create and Implement a crisis management strategy
- Learn content development strategy best practices

In addition the students will have a real life experience creating, repurposing, and producing content for a real brand.

### **Instructional Strategies**

This course will be taught mostly online using YouTube, mini-lectures, supporting PowerPoint decks, case readings, mini quizzes, discussion forums, homework assignments, peer reviews, and face-to-face sessions.

### **Instructional Technology**

For this course the instructor will utilize Blackboard, Bonfyre, Powerpoint, Voice Threads, Youtube videos, Discussion Threads, Voice Threads, Twitter, Facebook, Vine, Instagram, LinkedIn, Hootsuite, wordpress, Delicious, and other various social media platforms and software.

Prior the start of class each student is to have an account for the following social media properties

- Twitter
- Facebook
- Vine
- Instagram
- Foursquare
- LinkedIn

If you have concerns with this aspect of the class you are advised to contact the instructor immediately for discussion. Craft your profiles carefully for each and be keyword rich when setting up these profiles. Do not forget to us appropriate photos for you head shots.

On blackboard my teaching assistant has created a google doc spreadsheet where you will share your social handles with me. Please add those to that document. Thank you.

Additionally you will need to join the Bonfyre for this class. Download the Bonfyre app on your tablet or smartphone and scan the following QR Code to join our class group:

<http://bonfyre.me/1/jbZJiHCAdxs67uKQxWxnekl>

You are not required to friend me on Facebook but I would love to be your friend. You initiate. If you prefer not to, that is perfectly fine. Your call. My handles are:

- Twitter: [www.twitter.com/pddrake](http://www.twitter.com/pddrake)
- Facebook: [www.facebook.com/perry.drake](http://www.facebook.com/perry.drake)
- Foursquare Handle: [www.foursquare.com/pddrake](http://www.foursquare.com/pddrake)
- LinkedIn Profile: <http://www.linkedin.com/pub/perry-drake/40/47/936>
- Vine Handle: pddrake
- Instagram Handle: [www.instagram.com/pddrake](http://www.instagram.com/pddrake)

In addition, you will need to create a Delicious account. This is a social bookmarking site and will come in handy to remember various articles that we find and like throughout the semester. My Delicious handle is pddrake. Go take a look at all of my articles I tagged for use in teaching over the years. I have a lot.

My YouTube channel is [www.youtube.com/user/profpddrake](http://www.youtube.com/user/profpddrake)

**Grade Composition:**

- Discussion Thread Participation (20%)
- Homework Assignments (20%) – late assignments are not accepted
- Quizzes (25%)
- Client Project (25%) – 25% peer evaluation, 75% based on content and professionalism
- Hootsuite Certification...you pass or you do not (10%)

At the conclusion of each Module, the instructor will assess how the class did as a whole and create a review video to share with the group. This will be delivered via an announcement message on blackboard. Homework answers will also be posted within one week of a module closing. Quiz answers will be released within one week of a module closing.

**Grading Scale:** The grade value for each letter grade is as follows:

92.00 or above	A	80.00 to 91.99	B
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 16 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!



## Course Schedule

(subject to modification)

Module #/ Module Name
Module 1 Introduction to Social Networks
Module 2 The Digital Marketing Landscape
Module 3 Setting Up Your Social Media Profiles and Strategies
Module 4 The Dos and Don'ts of Social Media Etiquett
Module 5 Social Media Planning and Measurement
Module 6 Influence and Advertising
Module 7 Engaging on Social Media

## Course Policies

### 1. Participation (expectations)

- It is vitally important that our classroom environment promote the respectful exchange of ideas. This entails being sensitive to the views and beliefs expressed during discussions whether in class or online. Please speak with me before recording any class activity. It is a violation of University of Missouri policy to distribute such recordings without my authorization and the permission of others who are recorded.
- I will not respond to each post but will be monitoring each discussion and grade your involvement in the discussion per the point value outlined in that forum. If I happen to notice a particularly insightful post I may highlight in a communication to the class as a whole.
- Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions. Timely participation in online discussions is a very important part of this course and participation in these discussions, and

other activities as assigned, is not optional. You are expected to prepare and post to discussions in a timely manner consistent with the requirements contained within the course syllabus and discussion rubric\*.

- Missing a discussion forum will count as zero points.

## 2. Online Discussion Protocol

- Participation in the course should maintain a positive work and learning environment, as outlined in the UMSL Student Planner:  
<http://www.umsl.edu/~studentplanner/Policies%20and%20Procedures/positive.html>
- Postings should be evenly distributed during the discussion week.
- Postings should be a minimum of three sentences, or one short paragraph, and a maximum of two paragraphs.
- Responses should be well written with proper punctuation, spelling and grammar.
- Avoid short one-word postings, for instance, "I agree," unless accompanied by supporting statements from the readings or prior knowledge (work and life experience).
- Stay focused on the topic.
- Ask questions; challenge other postings that lack supporting evidence or present incorrect information.
- Encourage further discussion by building on current threads.
- Check your postings for responses from others and respond in kind.
- Use proper "netiquette" \*\*
- When responding to others posts, do so in a constructive and polite manner.

## 3. Attendance Policies

- "Present" in class for online courses is determined by participation in an "academically related activity," i.e. submission of an assignment, assessment or discussion forum posting. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.

## 4. Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the [University's Student Conduct Code](#).
- Academic dishonesty is a serious offense that may lead to probation, suspension, or [dismissal from the University](#). One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by copying information from another student. Plagiarism and cheating will not be tolerated.

- Academic dishonesty must be reported to the Office of Academic Affairs for possible action. The instructor shall make an academic judgment about the student's grade on that work and in that course. The campus process regarding academic dishonesty is described in the "Policies" section of the Academic Affairs website:  
<http://www.umsl.edu/services/academic/policy/academic-dishonesty.html>

## 5. Access, Disability and Communication

- Students who have a health condition or disability, which may require accommodations in order to participate effectively in this course, should contact the **Disability Access Services Office**. Information about your disability is confidential.
  - 144 Millennium Student Center
  - Phone: (314) 516-6554
  - Website: <http://www.umsl.edu/services/disabled/>
- If you have difficulty communicating in English with the instructor of this course, contact the **Office of International Students and Scholar Services**:
  - Phone: (314) 516-5229
  - Email: [iss@umsl.edu](mailto:iss@umsl.edu)
  - Website: <http://www.umsl.edu/~intelstu/contact.html>

## Student Support and Services

### • Technical Support

- My Gateway (Blackboard): If you have problems logging into your online course, or an issue within the course site, please contact the **Technology Support Center**:
  - Phone: (314) 516-6034
  - Email: [helpdesk@umsl.edu](mailto:helpdesk@umsl.edu)
  - Website: <http://www.umsl.edu/technology/tsc/>
- Blackboard Collaborate: If you have any questions regarding Collaborate, contact the **Faculty Resource Center**:
  - Phone: (314) 516-6704
  - Email: [frc@umsl.edu](mailto:frc@umsl.edu)
  - Website: <http://www.umsl.edu/technology/frc/>



- Outside normal office hours, you may also contact Collaborate for 24/7 assistance:
  - Phone: (877) 382-2293
  - Chat: <http://support.blackboardcollaborate.com>
  
- **Academic Support**
  - **The Online Writing Lab:** At our My Gateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.
    - Visit the online Writing Lab page on MyGateway to submit drafts online.
    - We try to respond within 48 hours, but it may take longer, so allow ample time.
  - **NetTutor:** Online tutoring in many subjects is now available through NetTutor. In your courses on MyGateway, click on Tools and select NetTutor® to log in.
  
- **Student Services:**
  - The **Student Retention Services** offers assistance tailored to specific student needs.
    - 225 Millennium Student Center
    - Phone: (314) 516-5300
    - Email: [umslsrs@umsl.edu](mailto:umslsrs@umsl.edu)
    - Website: <http://www.umsl.edu/~umslsrs/>

### \*Online Discussion Rubric

Criteria	Excellent	Good	Average	Poor
<b>Postings</b>	3 Points	2 Points	1 Points	0 points
<b>Description of Contribution</b>	Use of Analysis, Synthesis and Evaluation:  Critical and/or creative contribution  Very clear that readings were understood and incorporated well	Use of Comprehension and Application:  Readings were understood and incorporated into responses.  Exhibits good insights and understanding	Use of Knowledge:  Postings are not really on tract with readings.  Repeat basic correct information related to	No participation.

	<p>into responses.</p> <p>Responded to at least one others posts with insight.</p> <p>Contributes new information and identifies the source.</p>	<p>of discussion questions.</p> <p>Relates the issue to prior material covered in the course.</p> <p>No additional information shared or no insights posted on another fellow student's post.</p>	<p>discussion.</p> <p>No real insight.</p>	
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### **\*\*Online Class Netiquette/behavior**

- **Be self-reflective** before you post an emotional response and reread what you have written to be sure it is positive. Think of your comments as printed in the newspaper. Your online comments will be seen, heard and remembered by others in the class.
- **Use effective communication.**
  - Avoid the use of all caps or multiple punctuation elements (!!!, ??? etc).
  - Be polite, understate rather than overstate your point, and use positive language.
  - If you are using acronyms, jargon or uncommon terms, be sure to explain them so everyone can understand and participate in the discussion.
- **Ask for clarification** to a point if you feel emotional from a classmate's post. It is likely that you misunderstood his/her point. This strategy will also help you step away from the intensity of the moment to allow for more reflection.

- **Sign your name.** It is easier to build a classroom community when you know to whom you are responding.
- **Foster community.** Share your great ideas and contribute to ongoing discussions. Consider each comment you make as one that is adding to, or detracting from, a positive learning environment for you and your classmates.
- **Be constructive.** You can challenge ideas and the course content, but avoid becoming negative online. When you disagree politely you stimulate and encourage great discussion. You also maintain positive relationships with others with whom you may disagree on a certain point.
- **Keep the conversation on topic** by responding to questions, adding thoughtful comments about the topics at hand. Online dialogue is like conversation. If there is a particular dialogue going on, please add to it, but if you have something new to say, please post it in another thread.
- **Define your terms.** When using acronyms or terms that are particular to your field (or new to our course), please define them for others.