**Undergraduate
Fall 2024**

**MKTG 410- SOCIAL MEDIA MARKETING**

**Customer Engagement, Planning, and Analytics**

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**Course Objective:**

Social media, word of mouth, and viral marketing have become important issues for companies, brands, and organizations. Marketers want their product to be popular, organizations want their social change initiative to catch on, and entrepreneurs want their ideas to stick.

Why do some products catch on and achieve huge popularity while others fail? Why do some behaviors spread like wildfire while others languish? How do certain ideas seem to stick in memory while others disappear the minute you hear them? More broadly, what factors drive trends, social contagion, and social epidemics?

**Learning Outcomes:**Upon successful completion of the course, the student should be able to:

* Describe how products, ideas, and behaviors catch on and become popular.
* Classify the key social media effectiveness metrics
* Discuss the effect of interpersonal processed and social networks that influence social success.
* Learn the consequences of social media on brands and consumer life.
* Explore the current social media landscape and the new tools to monitor and manage your content.

**Course Material:**

 Readings: See the reading list for each section below (will be available on SuCourse), for most of them links will be provided from Harvard Business Publishing Course Pack, and the links are provided in the sylabbus as well. You can download the materials from the following course pack:

<https://hbsp.harvard.edu/import/1216335>

 Online Book: Contagious (Jonah Berger), Kindle/Online version is available (OPTIONAL)

**Course Web:**

On SUCourse the readings, cases as well as assignments will provided. Please check the materials after each course as well as before. Please see the class schedule for a detailed overview.

Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.”

**Instructional Design:**

There will be videos to be watched or there will be live sessions. Based on the content, there will be announcements each week. Powerpoint presentations will be provided before the class.

**Grading**:

Mini-quizes (10%) and CASE assignment (15%)

The quizes will be in the classrooms that requires physical presence. It will cover temporal content related to the day or one session before.

Research Participation (5%)

Each semester, in collaboration with the Psychology department, our marketing team manages the Sona (Research Points) system, which allows students to participate in studies in exchange for course credits. A 30-minute online research participation typically earns 1 Research Point, while shorter studies of 10 to 15 minutes are generally worth 0.5 Research Points. You can participate any study in the SONA system. Please read the Guide carefully.

Midterm Exam (30%)

The exam will be in the classrooms via computers with physical presence. It will cover all the materials from the beginning of the class. It will be multiple choice questions, short answer and short essays based on mini-cases.

Final Exam (40%)

The exam will be in the classrooms via computers with physical presence. It will cover all the materials from the beginning of the class. It will be multiple choice questions, short answer and short essays based on mini-cases.

**Requirements:**

Regardless of the other grades from cases and inclass participation, each student should take the final exam in person.

Each group presentation should be prepared together, yet presentations in person can be made by few delegated group members.

I will give quizzes without prior notification and it is students’ responsibility to be in the in-classroom assessments.

**Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one’s paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

**Classroom policies and conduct**

Sabancı Business School values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

* Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
* Listen to the person who has the floor.
* I will give quizzes without prior notification and it is students’ responsibility to be in the in-classroom assessments.

**LECTURE CONTENT AND MATERIALS**

**W1: Social Media Strategy**

[**Wendy's: Capitalizing on Emerging Social Media Trends**](https://hbsp.harvard.edu/product/H07VU1-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** W21284-PDF-ENG

[**CMOs: Adapt Your Social Media Strategy for a Post-Pandemic World**](https://hbsp.harvard.edu/product/W21170-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** H064PE-PDF-ENG

**W2: Understanding the Fundamentals of Social Media Mix – Module 1**

**Slides will be presented on SUCourse**

1. **Understanding Your Audience and Their Journey**
2. **Engaging and Measuring Success in Social Media Marketing**

**W3: Understanding the Fundamentals of Social Media Mix- Module 2**

**Slides will be presented on SUCourse**

1. **Creating Effective Ads and Optimizing Campaigns**
2. **Setting Objectives, Budgets, and Measuring Performance**

**W4: Insights from Social Media Data**

1. **Measure advertising effectiveness**
2. **Evaluate and optimize advertising with attribution**
3. **Build effective digital marketing campaigns**

[**L'Oréal USA: Digitally Optimizing Consumer Insights**](https://hbsp.harvard.edu/product/W21284-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** W21170-PDF-ENG

**W5: Social Listening**

CASE STUDY: [**How a Luxury Electric Vehicle (EV) Manufacturer Can Leverage Social Listening**](https://hbsp.harvard.edu/product/BAB754-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** BAB754-PDF-ENG

[**How GenAI Can Help Companies Go Beyond Social Listening**](https://hbsp.harvard.edu/product/R2403B-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** H07VU1-PDF-ENG

**W6: Influencer Marketing**

[**When It Comes to Influencers, Smaller Can Be Better**](https://hbsp.harvard.edu/product/F2405A-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** F2405A-PDF-ENG

[**Research: What Happens When Influencers Turn Off Comments**](https://hbsp.harvard.edu/product/H08CLN-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** H08CLN-PDF-ENG

[**More Than Meets the Eye: The Functional Components Underlying Influencer Marketing**](https://hbsp.harvard.edu/product/H064PE-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** BH1054-PDF-ENG

**W7: MIDTERM EXAM**

**W8 : Social Media Content Strategy**

**STEPPS Framework Module 1**

**W9 : Social Media Content Strategy**

**STEPPS Framework Module 2**

**W10: Crisis Management on Social Media**

[**Are You Managing Your Risks From Social Media?**](https://hbsp.harvard.edu/product/BH1054-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** SMR800-PDF-ENG

[**How to Keep Complaints from Spreading**](https://hbsp.harvard.edu/product/SMR800-PDF-ENG?itemFindingMethod=Coursepacks)

* + **Product Number:** F2003A-PDF-ENG

**W11: The Ethics of Social Media Marketing**

[**Why the Influencer Industry Needs Guardrails**](https://hbsp.harvard.edu/product/S24031-PDF-ENG?Ntt=ethics+social+media&itemFindingMethod=search) **Product Number: S24031-PDF-ENG**

**https://www.forbes.com/councils/forbesagencycouncil/2023/01/30/social-responsibility-and-ethics-in-influencer-marketing/**

**W12: Data Privacy in Social Media**

**Social Media Advertising in a Cookieless World, Hubspot**

[**https://hubspot-academy.s3.amazonaws.com/prod/learning-materials/1105441-EN.pdf**](https://hubspot-academy.s3.amazonaws.com/prod/learning-materials/1105441-EN.pdf)

[**Social Responsibility And Ethics In Influencer Marketing**](https://www.forbes.com/councils/forbesagencycouncil/2023/01/30/social-responsibility-and-ethics-in-influencer-marketing/)

**Optional Videos:**

[**https://www.youtube.com/watch?v=g3saVPVPsfw**](https://www.youtube.com/watch?v=g3saVPVPsfw)

[**https://www.youtube.com/watch?v=2q-2FQYoiFo**](https://www.youtube.com/watch?v=2q-2FQYoiFo)

**W13: User-Generated Content (UGC) and Brand Advocacy**

[**Harnessing The Power Of User-Generated Content (UGC)**](https://www.forbes.com/councils/forbesbusinesscouncil/2024/06/13/harnessing-the-power-of-user-generated-content-ugc/)

[**Want More Loyal Customers? Offer a Community, Not Rewards.**](https://hbsp.harvard.edu/product/H066N5-PDF-ENG?Ntt=COMMUNITY&itemFindingMethod=search) **Product Number: H066N5-PDF-ENG**

**W14: RECAP, AND REVIEW FOR THE FINAL EXAM**