

## **MKT 352 - Social Media Marketing**

**Prof. Ashwin Malshe**

### Sessions 1 and 2: Social media strategy

Key topic: How to integrate social media strategy with your overall marketing strategy?

McKinsey model: Monitor, respond, amplify, and lead along the Consumer Decision Journey (CDJ)

### Sessions 3 and 4: Content strategy

Key topic: What content to share on social media?

Memorable content: SUCCES framework by Prof. Chip Heath and Dan Heath

Viral content: STEPPS framework by Prof. Jonah Berger

Session 5: Social networks workshop

Key topic: How to use various social networks for corporate applications

### Sessions 6 and 7: Social network selection

Key topic: What criteria should be used to select social networks?

Building an online brand community

Honeycomb framework

Social Technographics

Mobile apps

### Session 8: Social media metrics

Key topic: How to measure the return on investment (ROI) of social media?

Tangible metrics and intangible metrics

### Session 9: Social media crisis management

Key topic: What are different types of social media crisis? How to plan an effective crisis response?

The dark side of social media: Direct and indirect costs Mannheim Business School

Prof. Malshe's social media crisis typology

### Session 10: Case study discussion and wrap up: Susan Komen Social Media Crisis Case

**Grading:**

The grading is entirely based on one case study and one final exam.

The case study will carry 30% of the weight. The final exam will carry 70% weight.

The final exam will have only multiple choice questions. Each question will have four possible alternative answers but only one of them will be correct. There will be no negative marks.

**Case study grading:**

**The grade grid is as follows:**

Group #	Analytic rigor	Hard work	Quality of the submission	Recommendations	Total
XYZ	1 x 4	1 x 4	1 x 4	2 x 4	20

Note that the recommendations carry double the weight. The maximum points for each category are 4 and they are decided as follows: 1 = Poor, 2 = Average, 3 = Good, 4 = Excellent. It's possible that you might get fractions such as 3.5 out of 4 in any category.

*Analytic rigor* - The extent to which a group used the concepts taught *in the class* to analyze the business case

*Hard work* - The extent to which the group used concepts from *outside the class* to analyze the business case

*Quality of submission* - The extent to which the group made difficult to understand concepts clear to the reader (that's me). This will cover whether your overall submission was professional, free of spelling, grammatical, and idiomatic errors, etc. A good presentation doesn't require one to use fancy typefaces or colorful templates. Instead it necessitates planning each slide carefully to convey one precise message without any repetition whatsoever.

*Recommendations* - In my experience, often recommendations are drawn on one's experience. However, for this project the recommendations will build on the analysis and will not hang in the air without logical and empirical supports. They will be specific and never overly broad. For example, a recommendation such as "improving customer service will lead to superior customer satisfaction" is factually correct but has no use for a manager unless you specifically delineate the actions required to improve customer service. Further, will all the customer service improvements lead to customer satisfaction to the same degree? Will there be cost implications to these improvements? Is it worth having superior customer satisfaction? All these and other considerations must be part of your decision making process before you lay out the recommendations.

### **Case study submission guideline**

1. The case study must be submitted only as presentation slides. The following three formats are fine - Keynote, PowerPoint, and PDF. Please don't use Prezi. The length of the file can be maximum 25 slides. You can, however, use appendix and notes and put more information wherever necessary. Think about this as a consulting project for your client who has little time to decipher complex concepts ??
2. You can also use online supplements in case your document is media heavy and beyond 25 MB. For example, you can upload your file on Dropbox or Google Drive and send me the link for it.
3. All the documents should be submitted to me via email. My email id is **Ashwin.malshe@utsa.edu**. The students who plan to send me a link to their online submissions should still submit files via email without the heavy media. In other words, the only submissions that matter for evaluation are the ones you actually email to me.

4. **The submission deadline for the case study will be end of the day (23:59) on 22 April 2018.**

#### **Attendance Requirement**

Students must attend at least 8 sessions out of the total 10 sessions. If the attendance falls below 80%, the student will not be allowed to take the final exam and will also receive a penalty of 50% in the submitted case studies.