Mannheim Business School

MKT 352 - Social Media Marketing

Prof. Ashwin Malshe

Sessions 1 and 2: Social media strategy

Topics:

1. A quick overview of using various social networks for corporate applications
2. 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

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 Burger

Sessions 5 and 6: Social media campaign planning

Topics:

1. What criteria should be used to select social networks
2. How to run a campaign
3. How to measure the return on investment (ROI) of social media

Building an online brand community

Honeycomb framework

Mobile apps

Tangible metrics and intangible metrics

Sessions 7 and 8: Social media crisis management

Topics:

1. What are different types of social media crisis?
2. How to plan an effective crisis response?

The dark side of social media: Direct and indirect costs

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Prof. Malshe's social media crisis typology

<u>Sessions 9 and 10: Student group project presentations</u>

More details about the group project will be provided on the first day of the class.

Grading:

The grading is entirely based on a group project presentation and one final exam.

The group project will carry 30% of the weight and 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.

Group project grading:

The grade grid is as follows:

Group #	Analytic rigor	External inputs	Presentation quality	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

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

Presentation quality - The extent to which the group made difficult to understand concepts clear to the reader (that's me). This will cover whether your overall presentation was professional. 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.

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.

Group project 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 group project is end of the day (23:59) on 30 March 2022.**

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 group project. All the group members must be present for their group presentations on 30th March. The absent group member will lose all the points for "presentation quality" in the above grid.