



Course Syllabus

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Social Media in Business

(MKTG 3300/ISMG 3300)

Spring 2013

Instructor: Dawn Gregg

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Course Time: Tu-Th 2:00 – 3:15 PM

Course Location: BSB 1200 (The Commodities Center)

Credit Hours: 3

Office: BSB 5100

Office Hours: R 1-1:45 PM (Other times by Appointment)

Phone: 303-315-8449

Website: <http://ucd.dawngregg.com> (<http://dawngregg.com>)

LinkedIn: <http://www.linkedin.com/in/dawngregg> (<http://www.linkedin.com/in/dawngregg>)

Twitter: @dawngregg

Facebook Group: <https://www.facebook.com/groups/ucdsmib> (<https://www.facebook.com/groups/ucdsmib>)

Objectives

Social media has become a central component of business. Collaborative, social technology is now an essential part of many organizations including marketing, HR, legal, product management and the supply chain. In this course, we examine the organizational use of social media technologies such as photo and website editing, blogs, web analytics, and social networks, as well as the use of social media analytics to drive business strategy. Course topics include:

- How to develop and implement successful social media activities
- How to use social media monitoring tools and platforms to measure the success of social technology adoption
- How to use social media analytics to measure and track the large amounts of data available on the social web and provide actionable business insights

Course Materials

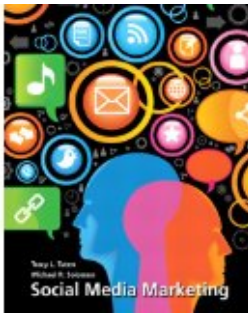
Book

Social Media Marketing,

Tracy Tuten & Michael Solomon

Pearson 2013

ISBN: 978-0-13-255179-3



Websites

- [Fast Company](http://www.fastcompany.com/) (<http://www.fastcompany.com/>)
- [New York Times Business](http://www.nytimes.com/pages/business/index.html) (<http://www.nytimes.com/pages/business/index.html>)

Blogs

- [Mashable](http://mashable.com/) (<http://mashable.com/>)
- [Social Media Today](http://socialmediatoday.com/) (<http://socialmediatoday.com/>)
- [Socialnomics](http://socialnomics.net/) (<http://socialnomics.net/>)
- [TechCrunch](http://techcrunch.com/) (<http://techcrunch.com/>)
- [Social Media Examiner](http://www.socialmediaexaminer.com/) (<http://www.socialmediaexaminer.com/>)
- [Web Strategist](http://www.web-strategist.com/blog/) (<http://www.web-strategist.com/blog/>)
- [ReadWriteWeb](http://readwriteweb.com/) (<http://readwriteweb.com/>)
- [Brian Solis](http://www.briansolis.com/) (<http://www.briansolis.com/>)
- [The Social Media Scientist](http://danzarella.com/) (<http://danzarella.com/>)
- [VentureBeat](http://venturebeat.com/) (<http://venturebeat.com/>)

Tools

We will be using a variety of tools in this course from tools that allow you to create and edit social media content. Some tools we will be using:

- A browser (Internet Explorer, Firefox or Safari)
- An open source blog tool (Blogger/WordPress)
- Twitter, Facebook, LinkedIn, FourSquare, Yelp
- Social media monitoring tools (MicorStrategy, Google Analytics, Monitter, ScoutLabs, Twendz, Trendrr)

Course Policies

Work Completion Policy

You should expect to spend between 6-8 hours per week on this course. This is an average time which includes the time you will need to complete the readings, videos, exercises, homework, quizzes and class participation activities that week. There may be group/class discussions or solutions posted regarding the assignments immediately after they are due and thus it is imperative that work be complete ON TIME. You will lose 1% of the available points on an assignment or a tutorial for every minute it is late. Any assignment more than 1 hour and 40 minutes late will receive 0 points. It is your responsibility to have a working internet connection at the time of assignment submission.

Academic Honesty

All blog posts, assignments, and tests are to be done individually unless otherwise specified. All work submitted should include citations or other indications when others' work is included with your own. *Academic Dishonesty is not tolerated* and will result in minimum of a zero on the assignment / a one letter grade reduction in the course and reporting of the incident to the Business School's Internal Affairs Committee. The following are considered Academic

Dishonesty:

- Copying the work of current or past ISMG 3300/MKTG 3300 students
- Plagiarism of material found in books, magazines or on the Web
- Work purchased from “paper mills” or a code writing service.
- Working collaboratively on individual assignments except to provide debugging/editing assistance
- Providing assignment solutions (total or partial) to any other ISMG 3300/MKTG 3300 student!
- Copying the files, design or paper submitted by a past or current ISMG 3300/MKTG 3300 student

Cheating on an exam will result in an automatic *F* for the course! The penalty for subsequent academic dishonesty incidents can involve removal from the business school and/or from UC Denver. The instructor may make use of anti-cheating services to ensure that submitted work is original. Finally, cheating diminishes the value of your learning. If you find yourself struggling in this course, please contact the instructor!

Contacting Me

My office hours are posted at the top of this Syllabus. I am also available on other days and times either in my office, phone or online all you need to do is contact me and find a time we can meet. My courses can be difficult and often students get to places in their assignments where they do not know what to do next. I encourage you to ask questions in class, office hours and via email. Always include the course number (ISMG 3300/MKTG 3300) and your name in the email. When asking a question via email please do the following:

- Clearly give me a specific question.
- If you do not understand what is expected – explain what parts of the assignment you do not understand.

As a general policy, I will respond to phone calls and emails within 24 hours. Typically, I can respond to emails within one to two hours during regular business hours and 4 to 5 hours during off hours. Face-to-face meetings can be scheduled by calling or emailing.

Course Design

This class meet two times per week throughout the semester. The class will generally follow this schedule:

- **Tuesday:** I will lecture or we will have a guest speaker on the topics to be covered for the week’s class.
- **Thursday:**
 - We will have in class presentations by 3-4 students on topics for the week.
 - We will have in class exercises
 - We will have a short (~10 question) quiz on the topics for the week
- **Outside class:** We will have ongoing discussions via the class blog/twitter

Class Participation

- **Twitter:** All students in this course will be expected to sign up for a Twitter account, and actively follow discussion under the #UCDSMIB hashtag. Where possible and appropriate, live tweeting will be encouraged during class to comment and ask questions about the material being covered. Students may also tweet when they comes across a helpful insight during class discussions, textbook reading, group work, etc. They are encouraged to interact with other students via ReTweets, @replies, and/or comments to the post of fellow students. You will be required to tweet or post to the Facebook group at least 3 times a week including in class tweets starting the second week of class.
- **Facebook Group:** Post links to helpful articles about social media (less than 6 months old from time of publication) to our class Facebook group page. Students may also post course specific comments and questions to the group. You will be required to tweet or post to the Facebook group at least 3 times a week including in class tweets starting the second week of class.

- **Blog Comments:** Students in this class will contribute to a multimedia blog set up specifically for the course, to discuss their reflections on the topics covered. In addition to writing for the blog, students will be expected to write a meaningful comment on at least one blog post per week, to maintain discussion outside of class starting the fourth week of class. These comments should be 2-3 sentences that describe what the student has learned about or their opinion on the blog post topic.

Assignments

- **In-Class Presentations:** Each student is responsible for making one short 7-9 minute presentation to the class during the semester. Students will sign up for presentation dates at the beginning of the semester to ensure presentations occur each week (after week 3). Presentations will be given on Thursdays and will discuss current issues (from blogs/other press) related to the current week's topics. Students will be expected to document their presentations in the class blog (below)
- **Class Blog:** Students in this class will contribute to a multimedia blog set up specifically for the course, to discuss their reflections on the topics covered and to document what they discussed in their in class presentation. Students must contribute a post for their in class presentation, however; feel free to contribute at other times as well if you find something relevant to post. Blog activity will be graded based on best practices, including use of categories, tags, intra-text links, regularity and consistency as well as on comments to other student's blog posts.
- **Social media assignments:** In addition to contribute to the class blog, students will be asked to complete several short social media assignments to familiarize themselves with a variety of social media tools and their potential uses in business. Assignments will involve creating accounts on popular social media sites like *Twitter*, *Facebook*, *LinkedIn* and *Pinterest*. Assignment details will be posted in the course blog. I will drop your lowest assignment score.
- **Analytics Project:** Students will use social media analytics tools to do an in depth analysis of a company or industry, and present their projects to the rest of the class and others in a poster session. Details of this assignment will be provided in class.

Exams

- **Quizzes:** There will be short a (5-10 question) quiz given at the conclusion of class every Thursday. The quiz will cover the topics covered during that week. The quiz must be taken in class. Under documented conditions where a student cannot attend a quiz, alternate arrangements for taking a quiz may be made at least 24 hours before the scheduled quiz time. This may only be done once during a semester. I will drop your lowest 2 quiz scores.
- **Exam:** There will be one final exam. The exam will be given only on the scheduled date. Question Formats may include: multiple choice, fill-in-the-blank and short essay questions. Failure to complete your exam during the scheduled time will result in a zero for the examination. In cases of extremely extenuating circumstances (i.e. documented circumstances clearly beyond the student's control) a make-up exam may be given. However, the student must request the make-up exam in writing within 24 hours of the original exam date. If you know in advance that you will not be able to attend an exam because of extenuating circumstances beyond your control you may request a make-up exam. Requests for make-up exam must be made in writing at least 1 full week prior to the class section in which the exam is scheduled to be given. If the request for a make-up exam is approved, a make-up exam will then be scheduled. 24 hours prior to a scheduled make-up exam, it is the student's responsibility to confirm via email that they still plan on attending the make-up exam at the given date and time. If the student no longer needs to take a make-up exam. The student must cancel the make-up exam via email 24 hours in advance of the scheduled make-up exam time. Failure to attend a make-up exam will result in a 0 for the exam.

Assignment Submission

Unless otherwise stated, students will be required to turn in tutorials and assignments using the Assignment link in Canvas. Each assignment will need to be submitted under the correct assignment link for the assignment being submitted. You also need to include your name inside every file. This will be considered your signature for originality

of work turned-in for grading.

Assessment Design

We will use multiple grading measures to give you opportunities to do well in the course. Final Grades for this class will be based on your performance on weekly quizzes, homework assignments, a project, and a final exam.

Weightings will be applied as follows:

A: Class Participation	10%
B: Blog & in class presentations	8%
C: Applied social media assignments	30%
D: Monitoring/Analytics Project Proposal/Paper	12.5%
E: Weekly Quizzes	19.5%
F: Final Exam	20%

Students can view their current grade inside side the course gradebook. Letter Grades are typically assigned as follows:

A	(4.0)	93% – 100%	superior/excellent
A-	(3.7)	90% – 92.999%	
B+	(3.3)	87% – 89.999%	
B	(3.0)	83% – 86.999%	good/better than average
B-	(2.7)	80% – 82.999%	
C+	(2.3)	77% – 79.999%	
C	(2.0)	73% – 76.999%	competent/average
C-	(1.7)	70% – 72.999%	
D+	(1.3)	67% – 69.999%	
D	(1.0)	63% – 66.999%	minimum passing
D-	(0.7)	60% – 62.999%	
F	(0.0)	0% – 59.999%	failing

Note: Grading policies of the CU Denver Business School state that the average GPA across all students in an undergraduate class should generally fall within the following range: 2.3 (C+) to 3.0 (B) on a 4.0 scale. Therefore, if necessary, the ranges above will be modified so the average GPA across all students in the class falls with in the recommended range.

Student Success

Be Prepared: It is assumed that you will read the assigned chapters each week and you should allow plenty of time for experimenting and practicing web design.

Email: My courses can be difficult and often students get to places in their assignments where they need assistance. I encourage you to ask questions in class, office hours and via email. Always include the course number (ISMG 3300/MKTG 3300) and your name in the email. When asking a question via email please give me a specific question and attach your html code so I can see your problems for myself.

Student Conduct Code

As members of the University community, students are expected to uphold university standards, which include abiding by state civil and criminal laws and all University policies and standards of conduct. Every student should review the [Student Code of Conduct](#).

<http://www.ucdenver.edu/life/services/standards/Documents/CODE%2520OF%2520CONDUCT%25202011-2012%2520100111.pdf>

Students with Disabilities

"The University of Colorado Denver is committed to providing reasonable accommodation and access to programs and services to persons with disabilities. Students with disabilities who want academic accommodations must register with Disability Resources and Services (DRS), North Classroom 2514, phone: 303 556-3450, TTY: 303 556-4766. I will be happy to provide approved accommodations, once you provide me with a copy of DRS's letter." [DRS requires students to provide current and adequate documentation of their disabilities. Once a student has registered with DRS, DRS will review the documentation and assess the student's request for academic accommodations in light of the documentation. DRS will then provide the student with a letter indicating which academic accommodations have been approved.]

Date	Details	
Thu Jan 24, 2013	Reading: Social Media Marketing 101 (https://ucdenver.instructure.com/calendar?event_id=389&include_contexts=course_79)	2pm
	Quiz: Intro (https://ucdenver.instructure.com/courses/79/assignments/932)	3:30pm
Tue Jan 29, 2013	Reading: Social Media Marketing, Chapter 1 (https://ucdenver.instructure.com/calendar?event_id=388&include_contexts=course_79)	12am
Thu Jan 31, 2013	Quiz: Social Media Marketing (https://ucdenver.instructure.com/courses/79/assignments/944)	3:30pm
	Assignment: Account Sign-up (https://ucdenver.instructure.com/courses/79/assignments/949)	11:59pm
Tue Feb 5, 2013	Reading: Social Media Marketing, Chapter 2 (https://ucdenver.instructure.com/calendar?event_id=387&include_contexts=course_79)	12am
Thu Feb 7, 2013	Quiz: Social Media Strategy (https://ucdenver.instructure.com/courses/79/assignments/947)	3:30pm
Tue Feb 12, 2013	Reading: Social Media Marketing, Chapter 3 (https://ucdenver.instructure.com/calendar?event_id=386&include_contexts=course_79)	2pm
Thu Feb 14, 2013	Guest Speaker: Luke Wyckoff , Social Media Energy (https://ucdenver.instructure.com/calendar?event_id=391&include_contexts=course_79)	2pm to 3pm
	Quiz: Touchpoints/Segmentation (https://ucdenver.instructure.com/courses/79/assignments/942)	3:30pm

	Assignment: Analytics/Monitoring Project Topic Proposal (https://ucdenver.instructure.com/courses/79/assignments/950)	11:59pm
	Combined Assignments: Account Sign-up, Blog Sign-up, Monitoring Proposal & Extra Credit Total (https://ucdenver.instructure.com/courses/79/assignments/4233)	11:59pm
Tue Feb 19, 2013	Reading: Social Media Marketing, Chapter 4 (https://ucdenver.instructure.com/calendar?event_id=385&include_contexts=course_79)	2pm
Thu Feb 21, 2013	Quiz: Communities & Influence (https://ucdenver.instructure.com/courses/79/assignments/938)	3:30pm
Tue Feb 26, 2013	Reading: Social Media Marketing, Chapter 5 (https://ucdenver.instructure.com/calendar?event_id=384&include_contexts=course_79)	2pm
Tue Mar 5, 2013	Reading: Social Media Marketing, Chapter 6 (https://ucdenver.instructure.com/calendar?event_id=383&include_contexts=course_79)	2pm
	Quiz: Social Networks (https://ucdenver.instructure.com/courses/79/assignments/946)	2:30pm
Thu Mar 7, 2013	Quiz: Social Publishing (https://ucdenver.instructure.com/courses/79/assignments/943)	3:30pm
	Assignment: Facebook & Social Networks (https://ucdenver.instructure.com/courses/79/assignments/951)	11:59pm
Tue Mar 12, 2013	Reading: Social Media Marketing, Chapter 7 (https://ucdenver.instructure.com/calendar?event_id=382&include_contexts=course_79)	2pm
Thu Mar 14, 2013	Quiz: Social Entertainment (https://ucdenver.instructure.com/courses/79/assignments/935)	3:30pm
	Assignment: Twitter & Blogs (https://ucdenver.instructure.com/courses/79/assignments/952)	11:59pm
Tue Mar 19, 2013	Reading: Social Media Marketing, Chapter 8 (https://ucdenver.instructure.com/calendar?event_id=381&include_contexts=course_79)	2pm
Thu Mar 21, 2013	Quiz: Social Commerce (https://ucdenver.instructure.com/courses/79/assignments/934)	3:30pm
	Assignment: FourSquare (https://ucdenver.instructure.com/courses/79/assignments/953)	11:59pm
Tue Apr 2, 2013	Reading: Social Media Marketing, Chapter 9 (https://ucdenver.instructure.com/calendar?event_id=380&include_contexts=course_79)	2pm
	Quiz: Market Research (https://ucdenver.instructure.com/courses/79/assignments/940)	3:30pm

Thu Apr 4, 2013	Assignment: Review and Rating Sites (https://ucdenver.instructure.com/courses/79/assignments/954)	11:59pm
Tue Apr 9, 2013	Reading: Social Media Marketing, Chapter 10 (https://ucdenver.instructure.com/calendar?event_id=379&include_contexts=course_79)	2pm
Thu Apr 11, 2013	Quiz: Social Media Analytics (https://ucdenver.instructure.com/courses/79/assignments/936)	3:30pm
	Assignment: Social Market Research (https://ucdenver.instructure.com/courses/79/assignments/956)	11:59pm
Tue Apr 16, 2013	Reading: Personal Branding Article (https://ucdenver.instructure.com/calendar?event_id=378&include_contexts=course_79)	2pm
Thu Apr 18, 2013	Guest Speaker: Theresa Letman (https://ucdenver.instructure.com/calendar?event_id=390&include_contexts=course_79)	2pm to 3pm
	Quiz: Personal Branding (https://ucdenver.instructure.com/courses/79/assignments/937)	3:30pm
	Assignment: Social Media Analytics (https://ucdenver.instructure.com/courses/79/assignments/955)	11:59pm
Tue Apr 23, 2013	Reading: Social Media Articles (https://ucdenver.instructure.com/calendar?event_id=377&include_contexts=course_79)	2pm
Thu Apr 25, 2013	Quiz Other Social Media (https://ucdenver.instructure.com/courses/79/assignments/941)	3:30pm
	Assignment: Networking & Job Hunting using Social Media (https://ucdenver.instructure.com/courses/79/assignments/957)	11:59pm
Tue Apr 30, 2013	Reading: Social Media Privacy & Security Articles (https://ucdenver.instructure.com/calendar?event_id=376&include_contexts=course_79)	2pm
Thu May 2, 2013	Quiz: Risks (https://ucdenver.instructure.com/courses/79/assignments/945)	3:30pm
Tue May 7, 2013	Reading: Social Media Future Articles (https://ucdenver.instructure.com/calendar?event_id=375&include_contexts=course_79)	2pm
Thu May 9, 2013	Quiz: Social Media Future (https://ucdenver.instructure.com/courses/79/assignments/933)	4:30pm
	Assignment: Social Media Analytics/Monitoring Paper (https://ucdenver.instructure.com/courses/79/assignments/958)	11:59pm
Tue May 14, 2013	Final Exam (https://ucdenver.instructure.com/courses/79/assignments/939)	4pm
Thu May 16, 2013	Extra Credit 1 (https://ucdenver.instructure.com/courses/79/assignments/3220)	11:59pm

Fri May 17, 2013

[Class Participation \(Twitter/Facebook/Blog Comments\)](https://ucdenver.instructure.com/courses/79/assignments/960)
<https://ucdenver.instructure.com/courses/79/assignments/960>

11:30pm

[Assignment: Blog Post & Presentation](https://ucdenver.instructure.com/courses/79/assignments/959)
<https://ucdenver.instructure.com/courses/79/assignments/959>
